

DAFTAR PUSTAKA

- Asosiasi Penyelenggara Jasa Internet Indonesia. (2023). *Survei Penetrasi & Perilaku Internet 2023: Profil Pengguna Internet Indonesia Retail*. Asosiasi Penyelenggara Jasa Internet Indonesia, Jakarta.
- Cooper, D., & Schindler, P. (2014). *Business Research Methods*. 12th Edition. McGraw Hill International Edition, New York.
- Davenport, T. H., D'Ignazio, B. E., & Fleisher, C. S. (2012). *The Complete Guide to Business Analytics (Collection)*. FT Press, New Jersey.
- Jones, G. R. (2013). *Organizational Theory, Design, and Change Seventh Edition*. Pearson Education Limited, Essex.
- Katadata. (2024, January 5). Katadata. Retrieved from <https://databoks.katadata.co.id:https://databoks.katadata.co.id/datapublish/2024/01/05/investasi-startup-edutech-kawasan-sea-menurun-setelah-pandemi>
- Kementerian Sekretariat Negara Republik Indonesia. (2020, 02 26). Prakerja. Retrieved from Prakerja: <https://public-prakerja.oss-ap-southeast-5.aliyuncs.com/landing-page/tentangprakerja/Perpres-Nomor-36-Tahun-2020.pdf>
- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. The Free Press, New York.
- Statista. (2023, December 19). Statista. Retrieved from Statista Web Site: <https://www.statista.com/outlook/dmo/eservices/online-education/online-learning-platforms/indonesia>
- Thompson, A., Peteraf, M., Gamble, J., & Strickland, A. (2020). *Crafting and Executing Strategy: Concepts and Cases - 22nd Edition*. McGraw-Hill Education, New York.
- Wibowo, A. (2020). *Corporate Strategy: Konsep & Praktik*. Penerbit ANDI, Yogyakarta.
- World Bank Group. (2020). *Edtech in Indonesia - Ready for Take-Off?*. The World Bank, Washington DC.