

DAFTAR PUSTAKA

- Aditya wardhana. (2015). Strategi Digital Marketing dan Implikasinya Pada Keunggulan Bersaing UMKdi Indonesia. In Seminar Nasional Keuangan dan Bisnis IV (pp. 327–337). Universitas Pendidikan Indonesia.
- Badan Pusat Statistik (BPS). 2023. Diakses melalui www.bps.go.id
- Batu Menyan. (2021). Meningkatkan Aksesibilitas Produk UMKM Melalui Platform Digital. Retrieved from <https://www.batumenyan.desa.id/meningkatkan-aksesibilitas-produk-umkm-melalui-platform-digital/>
- Chaffey, D., & Smith, P. R. (2013). Emarketing Excellence. Planning and Optimizing Your Digital Marketing. Abingdon: Routledge.
- Chang, E. C. Optimism & Pessimism: Implications for Theory, Research, And Practice. Washington, DC: American Psychological Association. 2001.
- Coffman J. (2009) Tinjauan praktik evaluasi advokasi saat ini Tersedia di: <http://www.evaluationinnovation.org/publications/overview-current-advocacy-evaluation-practice%20>
- Cresswell, J. W. (2010). Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed (3ed.). Pustaka Pelajar.
- Creswell, John W. 2017. Penelitian Kualitatif dan Desain Riset. Memilih di antara lima pendekatan. (alih bahasa oleh Ahmad Lintang Lazuardi).Yogyakarta: Pustaka Pelajar
- Diskop UKM DIY. 2020. E-book: Kurikulum Sibakul Jogja (Pelatihan KUMKM). Yogyakarta: Diskop UKM DIY
- Diskopukm DIY. (n.d.). Panduan Proses Kurasi MarketHub pada Sistem SiBakul Jogja. Retrieved from <https://diskopukm.jogjaprov.go.id/?p=2800>
- Duffy, L. (2011). “Step-by-step we are stronger”: Women's empowerment through photovoice. *Journal of Community Health Nursing*, 28(2), 105-116. doi:10.1080/07370016.2011.564070
- Gautama, E. (2021). Partisipasi Usaha Mikro, Kecil, dan Menengah (UMKM) di Mediasosial: Analisis Hubungan Antara Struktur Organisasi, Kapasitas Manajerial, dan Hasil Eksekusi. Universitas Muhammadiyah Surakarta.
- Lexy. J. Moleong, Metodologi Penelitian Kualitatif, (Bandung: PT Remaja Rosdakarya, 2000)
- Liggtfoot, C., & Daiute, C (eds). (2004). Narrative Analysis: Studying, the Development of Individual in Soeciety. Thousand Oaks, CA: Sage
- Lowery D. (2013) Pengaruh lobi: Makna, pengukuran dan hilang . *Kelompok Kepentingan & Advokasi* 2 (1): 1–26
- Humas Pemda DIY. 2019. Kontribusi UMKM pada Perekonomian DIY Relatif Besar, Diakses daring melalui <https://www.jogjaprov.go.id/berita/detail/8304-kontribusi-umkm-pada-perekonomian-diy-relatif-besar>
- Hendayana, Y., Suryana, Disman, M.S., Mulyadi, H., Saputra, J. (2019). The empowering comparative supply chain operations of batik SMEs through uniqueness of packaging, productivity and innovation. *International Journal of Supply Chain Management*, Volume 8, Issue 5, Pages 986-993.
- Hennig-thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., &Skiera, B. (2010). The Impact of New Media on Customer

- Relationships. *Journal of Service Research*, 13(3), 311-330.
- Ivan Aditya. (2021). SiBakul Jogja Bertransformasi Menjadi Markethub. In KR Jogja. <https://www.krjogja.com/berita-lokal/diy/yogyakarta/SiBakul-jogja-bertransformasi-menjadi-markethub/>
- Kannan, P. K., & Hongshuang, L. (2016). *Digital Marketing: A Framework, Review and Research Agenda*. (Vol. 34). Elsevier : International Journal of Research in Marketing.
- KemenkopUKM. (2021). RI Kejar 30 Juta UMKM Go Digital Hingga 2024. In [Kemenkopukm.Go.Id. https://kemenkopukm.go.id/read/ri-kejar-30-juta-umkm-go-digital-hingga-2024](https://kemenkopukm.go.id/read/ri-kejar-30-juta-umkm-go-digital-hingga-2024)
- Martin, A. (2006). Digital Literacy and the “Digital Society”. In *Digital Literacies: Concepts, Policies and Practices* (pp. 30-45). New York: Peter Lang.
- Miles, Matthew B and A. Michael Huberman. (2005). *Qualitative data analysis* (terjemahan). Jakarta: UI Press.
- Putra, A. A. P., & Sari, N. K. (2021). Partisipasi Komunitas Sosial dalam Meningkatkan Kinerja Usaha Mikro, Kecil, dan Menengah (UMKM). *Jurnal Manajemen Bisnis dan Kewirausahaan*, 3(1), 1-10.
- Sawicky, 2016. An Exploratory Study to Find The Perception and Effectiveness of Digital Marketing amongst The Marketing Professionals. *Journal of Information Sytems and Operations Management* , 1-8
- Seligman, Learned Optimism. New York: Knopf. 1991. Lihat juga di Snyder, C. R. 1996. To Hope, to Lose, and Hope Again. *Journal of Personal and Interpersonal Loss*, 1: 1-16
- SiBakul Jogja. (n.d.). Pelatihan dan Pendampingan UMKM. Retrieved from <https://sibakuljogja.jogjaprovo.go.id/pelatihan-pendampingan-umkm>
- Snyder, C. R. A Case for Hope in Pain, Loss, and Suffering. In J. H. Harvey, J. Omarzu, & E. Miller (Eds.) *Perspectives on loss: A sourcebook*. Washington, DC: Taylor & Francis. 1998. (pp. 63-79)
- Stockdale, R., Ahmed, A., & Scheepers, H. (2012). Identifying Business Value From The Use Of Social Media: An Sme Perspective. *Pacific Asia Conference on Information Systems*. Association for Inforamtion System Electronic Library.
- Sugiyono. (2008). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, R & D)*. Bandung: Alfabeta.
- Undang – Undang No. 20 Tahun 2008 Tentang Usaha Mikro, Kecil, dan Menengah
- Wang, C., & Burris, M. A. (1994). Empowerment through photo novella: Portraits of participation. *Health Education & Behavior*, 21(2), 171-186. doi:10.1177/109019819402100204
- Badan Pusat Statistik (BPS). 2023. Diakses melalui www.bps.go.id