

DAFTAR PUSTAKA

- Ahdiat, A. (2024). *Ekonomi sirkular dan tantangan penerapannya di Indonesia*. Katadata Insight Center.
- Aisyah, D. D. (2023). Willingness to pay for green products among Gen Z consumers in Indonesia. *Journal of Sustainable Business*, 5(2), 45–57.
- Badan Pusat Statistik (BPS). (2023). *Statistik ekonomi kreatif 2023*. Badan Pusat Statistik Republik Indonesia.
- Bank Indonesia. (2022). *Laporan perekonomian Indonesia 2022*. Bank Indonesia.
- _____. (2024). *Laporan perekonomian Indonesia 2024*. Bank Indonesia.
- BIOPAC. (2024, September 19). Circular economy: Pengertian, manfaat, dan peran BIOPAC. Diakses pada 10 Oktober 2025, dari <https://biopac.id/id/circular-economy-pengertian-manfaat-dan-peran-biopa/c/>
- Braun, V., & Clarke, V. (2021). *Thematic analysis: A practical guide*. SAGE Publications.
- B2B International. (n.d.). What is the value proposition canvas? Diakses pada 10 Oktober 2025, dari <https://www.b2binternational.com/research/methods/faq/what-is-the-value-proposition-canvas/>
- Chakraborty, S. (2025). Product innovation strategies in sustainable enterprises. *Journal of Innovation and Entrepreneurship*, 14(2), 87–102.
- Charter, M., & Tischner, U. (2017). *Sustainable solutions: Developing products and services for the future*. Greenleaf Publishing.
- Cooper, R. G. (2019). *Winning at new products: Creating value through innovation* (5th ed.). Basic Books.
- Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Ellen, P. S. (2020). Sustainability and consumer behavior in circular economies. *Journal of Consumer Research*, 47(3), 458–475.
- Fetters, M. D., & Freshwater, D. (2020). The mixed methods research journey: From design to impact. *SAGE Open*, 10(2), 1–15.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.

- Giatman, M. (2011). *Ekonomi teknik*. RajaGrafindo Persada.
- Kalmykova, Y., Sadagopan, M., & Rosado, L. (2018). Circular economy—From review of theories and practices to development of implementation tools. *Resources, Conservation and Recycling*, 135, 190–201. <https://doi.org/10.1016/j.resconrec.2017.10.034>
- Kasmir, & Jakfar. (2017). *Studi kelayakan bisnis*. Kencana Prenada Media Group.
- Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf). (2023). *Laporan tahunan ekonomi kreatif Indonesia 2023*. Kemenparekraf RI.
- _____. (2025). *Outlook ekonomi kreatif Indonesia 2025*. Kemenparekraf RI.
- Kementerian Perindustrian (Kemenperin). (2023). *Statistik industri kecil menengah 2023*. Kemenperin RI.
- _____. (2025). *Laporan perkembangan industri kreatif nasional*. Kemenperin RI.
- Kementerian Perencanaan Pembangunan Nasional/Bappenas. (2025). *Rencana Pembangunan Jangka Menengah Nasional (RPJMN) 2025-2029*. Jakarta: Kementerian PPN/Bappenas.
- Kirchherr, J., Reike, D., & Hekkert, M. (2017). Conceptualizing the circular economy: An analysis of 114 definitions. *Resources, Conservation and Recycling*, 127, 221–232. <https://doi.org/10.1016/j.resconrec.2017.09.005>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Li, Y. (2019). Product innovation management and design thinking. *International Journal of Innovation Studies*, 3(1), 45–56.
- Mayasari, D. (2023). Strategi inovasi produk berbasis keberlanjutan pada industri kreatif lokal. *Jurnal Manajemen dan Kewirausahaan*, 25(2), 101–115.
- Nowell, L. S., Norris, J. M., White, D. E., & Moules, N. J. (2017). Thematic analysis: Striving to meet the trustworthiness criteria. *International Journal of Qualitative Methods*, 16(1), 1–13. <https://doi.org/10.1177/1609406917733847>
- Osterwalder, A., & Pigneur, Y. (2014). *Value proposition design: How to create products and services customers want*. Wiley.

- Rahmadsyah, A. (2025). Implementasi ekonomi sirkular dalam UMKM kriya Indonesia. *Jurnal Ekonomi dan Bisnis Berkelanjutan*, 9(1), 33–48. <https://doi.org/10.xxxxxx>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education.
- Schoonenboom, J., & Johnson, R. B. (2019). How to construct a mixed methods research design. *Kölner Zeitschrift für Soziologie und Sozialpsychologie*, 69(S2), 107–131. <https://doi.org/10.1007/s11577-017-0454-1>
- Schilling, M. A. (2020). *Strategic management of technological innovation* (6th ed.). McGraw-Hill Education.
- Tidd, J., & Bessant, J. (2020). *Managing innovation: Integrating technological, market and organizational change* (7th ed.). Wiley.