

## DAFTAR PUSTAKA

- Besant, John dan Tidd, Joe. 2018. *Innovation and Entrepreneurship*. 3rd Edition. Wiley Blackwell, Edward, 2004. *How to Prepare A Business Plan*. Kogan Page
- Colwell, Ken, 2019. *Starting A Business Quick Start Guide*. Clydebank Media LLC.
- Harvard Business Review Press, 2014. *Creating Business Plans*. Harvard Business School Publishing Corporation.
- Hisrich, R.D, Peters, M.P., Shepherd, D.A, 2017. *Entrepreneurship. 10th Edition*, Mc Graw Hill Education
- Heizer,J.,Render,B, 2014. *Operation Management Sustainability and Supply Chain Management 11 edition*. Global Edition Pearson, England
- Jumlah Penduduk Provinsi DKI Jakarta Menurut Kelompok Umur dan Jenis Kelamin, 2018-2019. Diunduh dari: <https://jakarta.bps.go.id/dynamictable/2019/09/16/58/jumlah-penduduk-provinsi-dki-jakarta-menurut-kelompok-umur-dan-jenis-kelamin-2018-.html>
- Jumlah Curah Hujan dan Jumlah Hari Hujan di Stasiun Pengamatan BMKG, 2011 - 2015. Diunduh dari: <https://www.bps.go.id/subject/151/iklim.html#subjekViewTab4>
- Kotler, P dan Keller, KL, 2012. *Marketing Management 14th Edition*. Pearson, England
- Laporan Bulanan Data Sosial Ekonomi Juni 2020. Diunduh dari: <https://www.bps.go.id/publication/2020/06/11/ed2b9bd3d77fc830b687938e/laporan-bulanan-data-sosial-ekonomi-juni-2020.html>
- Mothersbaugh, L, David dan Hawkins, Del, I, 2016. *Consumer Behaviour Building Marketing Strategy. 13th Edition*. Mc Graw Hill Education
- Osterwalder, A., dan Pigneur, Y, 2010. *Business Model Generation*. John Wiley & Sons Inc, NewJersey.
- Rencana Strategis Badan Ekonomi Kreatif 2015-2019. Diunduh dari: <https://bekraf.go.id/berita/page/17/rencana-strategis-badan-ekonomi-kreatif-2015-2019>
- Sutton, Garrett, 2012. *Writing Winning Business Plans*. RDA Press LLC

Schindler, Pamela, S, 2014. *Business Research Methods. 13th Edition*, Mc Graw Hill Education

Thompson, A., Peteraf, M., Gamble, F., Strickland, AJ, 2014. *Crafting and Executing Strategy. 19th edition*, Mc Graw Hill Education

Tinjauan Big Data Terhadap Dampak Covid-19 2020. Diunduh dari:  
<https://www.bps.go.id/publication/2020/06/01/effd7bb05be2884fa460f160/tinjauan-big-data-terhadap-dampak-covid-19-2020.html>