

## Daftar Pustaka

- Adams, R.; Bessant, J.; & Phelps, R. (2006). Innovation management measurement: A review. *International Journal of Management Reviews*, Vol. 8 Issue: 6, pp. 21-47.
- Amazon Web Services. (2015, Maret). *Red Hat and Amazon Web Services*. Diakses Agustus Rabu, 2016, from AWS: <https://aws.amazon.com/partners/redhat/>
- APJII. (2015). Riset Nasional Jumlah Pengguna dan Penetrasi Internet di Indonesia . Jakarta: APJII.
- Ariyanti, F. (2016, November 10). *Liputan 6*. Diakses Januari 4, 2017, from BPS: Ekonomi RI Tumbuh 5,02 Persen pada Kuartal III 2016: <http://bisnis.liputan6.com/read/2645454/bps-ekonomi-ri-tumbuh-502-persen-pada-kuartal-iii-2016>
- Babcock, C., & Franklin Jr., C. (2016, Agustus 5). *Green Data Centers: 8 Companies Doing Them Right*. Diakses 1 18, 2017, from Information Week: <http://www.informationweek.com/data-centers/green-data-centers-8-companies-doing-them-right/d/d-id/1326498>
- BAPPENAS. (2014). *Rencana Pita Lebar 2014 - 2019*. Jakarta: Kementerian Perencanaan Pembangunan Nasional / Badan Perencanaan Pembangunan Nasional.
- Berita Satu. (2014, Oktober 9). *Dukung Wirausaha, XL Hadirkan Layanan Cloud "Usahawan"*. Diakses Juni 5, 2016, from Berita Satu: <http://www.beritasatu.com/ipitek/220695-dukung-wirausaha-xl-hadirkan-layanan-cloud-usahawan.html>
- Brooksbank, R. (1994). The Anatomy of Marketing Positioning Strategy. *Marketing Intelligence & Planning*, Vol. 12 Issue: 4, pp. 10 - 14.
- Cahill, D. J. (1997). Target marketing and segmentation: Valid and useful tools for marketing. *Management Decision*, Vol. 35 No. 1/2, pp. 10.
- Cravens, D. W., & Piercy, N. F. (2013). *Strategic Marketing Tenth Edition*. Singapore: Mcgraw Hill Higher Education.

- David, F. R. (2001). *Strategic Management Concept & Cases*. 11<sup>th</sup> edition, Upper Saddle River, New Jersey: Prentice Hall.
- Definition, W. D. (2013, Februari 15). *Web Design Definition*. Diakses Agustus 7, 2016, from TechTerms: [http://techterms.com/definition/web\\_design](http://techterms.com/definition/web_design)
- Ditjen Pajak. (2014, Oktober 8). *Ditjen Pajak Tegaskan Kembali Aturan Pajak e-Commerce*. Diakses Januari 4, 2017, from <http://www.pajak.go.id/content/ditjen-pajak-tegaskan-kembali-aturan-pajak-e-commerce>
- Doyle, P. (1983). Marketing Management. (*Unpublished Paper*). *Bradford University Management Centre*, Great Britain.
- Ebert, G. (2009). *The Marketing Environment*. 7<sup>th</sup> edition. Upper Saddle River, New Jersey: Pearson.
- Ebert, R. J., & Griffin, R. W. (2005). *Business Essentials*. 5<sup>th</sup> edition. New Jersey: Pearson Education.
- eMarketer. (2015). *Indonesia Boasts Highest Digital, Mobile Internet Ad Growth in The World*. eMarketer Inc.
- Fahey, L. (2002). Invented competitors: a new competitor analysis methodology. *Strategy & Leadership*, Vol. 30 Issue: 6, pp. 5 - 12.
- Ferrel, O. C., & Hartline, M. D. (2011). *Marketing Strategy*. 5<sup>th</sup> edition. Mason, OH: South-Western Cengage Learning.
- Ferrell, C. O., Hirt, G., & Ferrell, L. (2014). *Business: A Changing World*, 9<sup>th</sup> edition. New York: McGraw-Hill Irwin Education.
- Florentin, V. (2016, Agustus 12). *Tempo*. Diakses Januari 4, 2017, from BI: Kontribusi UKM terhadap PDB Bisa Naik hingga 70 Persen: <https://m.tempo.co/read/news/2016/08/26/090799171/bi-kontribusi-ukm-terhadap-pdb-bisa-naik-hingga-70-persen>
- Ford, S., Wells, D., & Wells, N. (1997, Januari 5). *Web Programming Languages*. Diakses Agustus 4, 2016, from OBJS: <http://www.objs.com/survey/lang.htm>
- Gibbs, S. (2016, August 18). *Dropbox hack leads to leaking of 68m user passwords on the internet*. Diakses Januari 4, 2017, from The Guardian: <https://www.theguardian.com/technology/2016/aug/31/dropbox-hack-passwords-68m-data-breach>

- Groen, P., & Maduro, R. A. (2012, Desember 1). *Open Source Business Models - A More In Depth View*. Diakses Agustus 4, 2016, from OpenHealthNews: <http://www.openhealthnews.com/articles/2012/open-source-business-models-more-depth-view>
- Hargreaves, I. (2011). Digital Opportunity: A Review of Intellectual Property and Growth. *An Independent Report*: 3.
- Herman, Y. (2015, Desember Rabu). *XL Luncurkan "DigiBiz" untuk Pelaku UKM*. Diakses Februari Jumat, 2017, from BeritaSatu: <http://www.beritasatu.com/iptek/326603-xl-luncurkan-digibiz-untuk-pelaku-ukm.html>
- Hooley, G. J., Piercy, N., & Nicoulaud, B. (2004). *Marketing Strategy and Competitive Positioning*. 3<sup>rd</sup> edition. Dorchester: Pearson Education Limited.
- Huttlenlock, T. L., Beiaird, J. W., & Fordham, R. W. (2005). Untangling a tangled web: a case study in choosing and implementing a CMS, *Library Hi Tech*, Vol. 24 Issue: 1, pp. 61 - 68.
- Internet Live Stats. (2016, November 12). *Total number of Websites*. Diakses November 9, 2016, from Internet Live Stats: <http://www.internetlivestats.com/total-number-of-websites/>
- Johnson, G.; Scholes, K.; & Whittington, R. (2008). *Exploring Corporate Strategy*, 8<sup>th</sup> edition. Lombarda, Italy: FT Prentice Hall.
- KADIN. (2016, Maret 6). *Pelaksanaan Pemasaran Sistem Online*. Diakses Juni 4, 2016, from DEPKOP: <http://www.depkop.go.id/content/read/pelaksanaan-pendampingan-pemasaran-sistem-online-kemenkop-kadin-indonesia-teken-mou/>
- Kedney, D. (2015, March 6). *5 Ways the Cloud Can Make Your Life Much Easier*. Diakses Januari 4, 2017, from Time: <http://time.com/3728135/online-storage-cloud/>
- Keegan, W. (1995). *Global Marketing Management*. 5<sup>th</sup> edition, Boston: Prentice Hall.
- Keeley, L., Walters, H., Pikkell, R., & Quinn, B. (2013). *Ten Types of Innovation: The Discipline of Building Breakthroughs*. Hoboken, New Jersey: Wiley.

- Kollmann, T., & Lomberg, C. (2010). Web 1.0, Web 2.0 and Web 3.0: The Development of E-Business. *Encyclopedia of e-business development and management in the digital economy*. Hershey, PA: IGI Global, pp. 1203-1210.
- KOMINFO. (2015, Mei 2). *Internet Masuk Desa*. Diakses Juni 6, 2016, from Detik: <http://inet.detik.com/read/2015/05/04/132053/2904955/328/internet-masuk-desa-bakal-comeback-dengan-dana-rp-3-triliun>
- KOMINFO. (2015, Mei 8). *Satu Juta Domain Gratis*. Diakses Juni 7, 2016, from kominfo: [https://kominfo.go.id/content/detail/7505/satu-juta-domain-gratis-momentum-kebangkitan-ukmk/0/berita\\_satker](https://kominfo.go.id/content/detail/7505/satu-juta-domain-gratis-momentum-kebangkitan-ukmk/0/berita_satker)
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. 14e. London: Pearson Education Limited.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing*. 15<sup>th</sup> edition. Boston: Prentice Hall.
- Kurtz, D. L. (2008). *Principles of Contemporary Marketing*. Englishtown, New Jersey: Thomson South-Western.
- Levine, P. (2014, Februari 6). *Why There Will Never Be Another RedHat: The Economics Of Open Source*. Diakses Agustus 3, 2016, from Techcrunch: <https://techcrunch.com/2014/02/13/please-dont-tell-me-you-want-to-be-the-next-red-hat/>
- Lintasarta. (2016, Maret 7). *6 Fungsi pada Komponen Data Neutral Data Center Indonesia*. Diakses Januari 4, 2017, from Litasarta Blog: <http://blog.lintasarta.net/uncategorized/6-fungsi-pada-komponen-data-neutral-data-center-indonesia/>
- Lukman, E. (2014, Januari 6). *5 model bisnis e-commerce di Indonesia*. Diakses Januari 5, 2017, from Technasia: <https://id.technasia.com/5-model-bisnis-ecommerce-di-indonesia>
- Martin. (2015, Juli 8). *Top Programming Languages Used in Web Development*. Diakses Agustus 17, 2016, from Cleverism: <https://www.cleverism.com/programming-languages-web-development/>
- Maulana, A. (2015, Maret 8). *Jumlah Pengguna Internet Indonesia Capai 88,1 Juta*. Diakses Januari 4, 2017, from Tekno Liputan 6:

<http://tekno.liputan6.com/read/2197413/jumlah-pengguna-internet-indonesia-capai-881-juta>

Meier, C. (2016, Maret 8). *5 Successful Business Models For Web-Based Open-Source Projects*. Diakses Agustus 4, 2016, from Handsontable: <https://handsontable.com/blog/articles/5-successful-business-models-for-web-based-open-source-projects>

Melky. (2017, Januari 4). *Polisi Blokir 300 Akun Penyebar Hoax di Medsos selama 2016*. Diakses Januari 4, 2017, from Media Bhayangkara: <http://www.mediabhayangkara.co.id/2017/01/polisi-blokir-300-akun-penyebar-hoax-di-medsos-selama-2016/>

Mening, R. (2016, Oktober 6). *Market Share: Top Website Platforms*. Diakses Januari 4, 2017, from Website Setup: <https://websitesetup.org/popular-cms/>

Muniriyanto, B. (2015, April 9). *Menelusur Pajak atas Transaksi e-Commerce*. Diakses Januari 4, 2017, from <http://www.pajak.go.id/content/article/menelusur-pajak-atas-transaksi-e-commerce>

Nowak, L. I., Fucciolo, K., & Ponsford, B. S. (1999). Pro-environmental strategies for small businesses: Factors affecting consumer trust and responsibility. *Journal of Business Strategy*, Vol. 10, pp. 78-85.

Open Source Initiative. (2007, Maret 8). *The Open Source Definition*. Diakses Agustus 4, 2016, from Open Source Initiative: <https://opensource.org/osd>

O'Reilly, T. (2005, September 12). *What is Web 2.0*. Diakses Agustus 4, 2016, from <http://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html>

Osterhus, T. L. (1997). Pro-social consumer influence strategies: When and how do they work? *Journal of Marketing*, Vol. 61 No. 4, pp. 16-29.

Perens, B. (2009, Maret 16). *Is Open Source Capitalist or Communist*. Diakses Agustus 4, 2016, from Datamation: <http://www.datamation.com/osrc/article.php/3809221/Bruce-Perens-Is-Open-Source-Capitalist-or-Communist.htm>

Porter, E. M. (1985). *Competitive Advantages*. New York: The Free Press.

- Primiana, I. (2016, Oktober 10). *Kontribusi UMKM Naik*. Diakses Januari 4, 2017, from KEMENPERIN:  
<http://www.kemenperin.go.id/artikel/14200/Kontribusi-UMKM-Naik>
- Rachma, H. (2014, September Kamis). *Jumlah UMKM Indonesia 57,9 juta terbanyak dibanding negara lain*. Diakses Februari Jumat, 2017, from Merdeka: <https://www.merdeka.com/uang/jumlah-umkm-indonesia-579-juta-terbanyak-dibanding-negara-lain.html>
- Redaktur Kurs Rupiah. (2016, Mei 8). *Pertumbuhan Ekonomi ASEAN Stabil di 4,4% Sepanjang Kuartal Pertama 2016*. Diakses Januari 4, 2017, from Kurs Rupiah: <http://kursrupiah.net/pertumbuhan-ekonomi-asean-stabil-di-44-sepanjang-kuartal-pertama-2016/3811/>
- Reid, R. D., & Bojanic, D. C. (2009). *Hospitality Marketing Management*. 5th edition. Hoboken, New Jersey: The Wiley Advantage.
- Sari, H. R. (2014, September 8). *Jumlah UMKM Indonesia 57,9 juta, terbanyak dibanding negara lain*. Diakses Januari 12, 2017, from Merdeka: <https://www.merdeka.com/uang/jumlah-umkm-indonesia-579-juta-terbanyak-dibanding-negara-lain.html>
- Stallman, R. (1984, April 8). *The GNU Manifesto*. Diakses Agustus 8, 2016, from GNU Operating System: <https://www.gnu.org/gnu/manifesto.html>
- Stern, J. (2006, Maret 16). *What is Web 2.0*. Diakses Agustus 4, 2016, from Introduction to Web 2.0 Technologies:  
[http://www.ictliteracy.info/rf.pdf/Web2.0\\_Introduction.pdf](http://www.ictliteracy.info/rf.pdf/Web2.0_Introduction.pdf)
- Telkomsel Annual Report. (2015). *Telkomsel Annual Report*. Jakarta.
- Thompson, A. A., Peteraf, M. A., & Gamble, J. E. (2014). *Crafting and Executing Strategy: The Quest for Competitive Advantage*. 19E. Singapore: McGraw-Hill Education.
- Triatmono, R. (2015, Juli Minggu). *Go-Jek unggul secara competitive advantage, ... Ojek pangkalan nggak nerima... konsumen menjadi korban ...???* Diakses Februari Jumat, 2017, from RUDI TRIATMONO PERSONAL HOMEPAGE: <http://triatmono.info/2015/07/26/go-jek-unggul-secara-competitive-advantage-ojek-pangkalan-nggak-nerima-konsumen-menjadi-korban/>
- Tribun News. (2015, Maret 6). *Dukung Pengusaha di Yogya, XL Luncurkan Solusi XCloud Usahawan 1.0*. Diakses Juni 9, 2016, from Tribun News:



<http://www.tribunnews.com/bisnis/2015/03/23/dukung-pengusaha-di-yogya-xl-luncurkan-solusi-xcloud-usahawan-10>

Tsai, S.-P. (2009). Modeling strategic management for cause-related marketing. *Marketing Intelligence and Planning*, Vol. 27 Issue: 5, pp. 649-665.

Usahawan. (2016, April Jumat). *Dashboard Usahawan*. Diakses April Jumat, 2016, from [www.gerbangusaha.com](http://www.gerbangusaha.com)

Usahawan. (2017). *Draft Strategy Usahawan 2017*. Jakarta.

W3techs. (2016, November 8). *Usage of Content Management System*. Diakses November 6, 2016, from Web Technology Surveys: [https://w3techs.com/technologies/overview/content\\_management/all](https://w3techs.com/technologies/overview/content_management/all)

Web Foundation. (2015). *History of the web*. Diakses Agustus 5, 2016, from World Wide Web Foundation: <http://webfoundation.org/about/vision/history-of-the-web/>

Weebly. (2017, January). *Weebly Website Builder*. Diakses Januari 8, 2017, from Building a Website Has Never Been Easier: <https://www.weebly.com/features/website-builder?lang=en>

Wheelen, T. L., & Hunger, J. D. (2010). *Strategic Management and Business Policy*. Twelfth Edition. New Jersey: Prentice Hall.

Wijaya, K. K. (2015, April 4). *Fenomena pemanfaatan media sosial untuk berjualan di Indonesia*. Diakses Februari 4, 2017, from Technasia Indonesia: <https://id.technasia.com/fenomena-pemanfaatan-media-sosial-untuk-berjualan-di-indonesia>

Wright, S., Pickton, D. W., & Callow, J. (2002). Competitive intelligence in UK firms: a typology. *Marketing Intelligence & Planning*, Vol. 20 Issue: 6, pp. 349 - 360.

XL Annual Report. (2015). *XL Axiata Annual Report*. Jakarta.

Youngjun, S., & Campbell, K. (2009). Brand Commitment in Consumer Brand Relationship: An investment Model Approach. *Brand Management*, Vol. 17 No. 2, pp. 97 - 113.

Yuliardi, S. (2016, Juni Jumat). *XL NOVI, Satu Kartu Tiga Nomor*. Diakses Februari Jumat, 2017, from Warta Ekonomi: <http://wartaekonomi.co.id/read/2016/06/03/102308/xl-novi-satu-kartu-tiga-nomor.html>

- Yusuf, O. (2016, Oktober 9). *Jumlah Pengguna Facebook di Indonesia Terus Bertambah*. Diakses Februari 9, 2017, from Kompas Tekno:  
<http://tekno.kompas.com/read/2016/10/20/17062397/jumlah.pengguna.facebook.di.indonesia.terus.bertambah>
- Zineldin, M. (2002). Developing and managing a romantic business relationship: life cycle and strategies. *Managerial Auditing Journal*, Vol. 17 Issue: 9, pp. 546 - 558.