

DAFTAR PUSTAKA

- Aryaguna, L. (2009). Analysing The Blue Ocean Strategy of Amanjiwo: An Application of Value Innovation Perspective. *Thesis Abstract*. Program Pasca Sarjana Universitas Gadjah Mada, Yogyakarta.
- Badan Pusat Statistik. (2017). *Statistik Indonesia 2017*. Badan Pusat Statistik, Jakarta.
- Cooper, D. R. dan Schlinder, P. S. (2011). *Business Research Methods*. Singapore: McGraw-Hill.
- Hamel, G. dan Prahalad C.K. (1994). Competing for the Future. *Harvard Business Review*.
- Haryono, J. (2016). Strategi Pemasaran Museum Dengan Pendekatan *Value Innovation*: Studi Kasus Pada Museum Ullen Sentalu. *Thesis Abstract*. Program Pasca Sarjana Universitas Gadjah Mada, Yogyakarta.
- Kim, W. C. dan Mauborgne, R. (2005). *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*. Boston: Harvard Business School Press.
- Laisina, B. A. (2007). Analisis Strategi PT. Dharmala Intiland Tbk dalam Bisnis Apartemen dari Perspektif Blue Ocean Strategy. *Thesis Abstract*. Program Pasca Sarjana Universitas Gadjah Mada, Yogyakarta.
- McKinsey Global Institute. (2012). The Archipelago Economy: Unleashing Indonesia's Potential. Tersedia di <https://www.mckinsey.com/global-themes/asia-pacific/the-archipelago-economy> diakses pada 10 Oktober 2017.
- Porter, M. E. (1990). *The Competitive Advantage of Nations*. New York: Free Press.
- Porter, M. E. (1996). What is Strategy?. *Harvard Business Review*, 61-78.

Porter, M. E. (1998). *Competitive Strategy: Technique for Analyzing Industries and Competitors*. New York: Free Press.

Thompson, A. A., Peteraf, M. A., Gamble, J. E., dan Strickland, A. J.. (2014). *Crafting and Executing Strategy: The Quest For Competitive Advantage*. Singapore: McGraw-Hill.

Yin, R. K. (1989). *Case Study Research: Design and Methods*. California: Sage Publication.

University of Tennessee Research. (2017). Startup Business Failure Rate by Industry. Tersedia di <http://www.statisticbrain.com/startup-failure-by-industry/> diakses pada 14 Juli 2017.