

DAFTAR PUSTAKA

- Agus Maimun, (2020). *Penelitian Studi Kasus Bidang Pendidikan Agama Islam*. UIN-Maliki Press.
- Badan Pengawas Obat dan Makanan Republik Indonesia. 2012. *Pedoman Pemberian Sertifikat Produksi Pangan Industri Rumah Tangga*. Jakarta: BPOM RI.
- Badan Pengawas Obat dan Makanan Republik Indonesia. 2019. *Peraturan Kepala BPOM RI Tentang Sertifikat Produksi Pangan Industri Rumah Tangga*. Jakarta: BPOM RI.
- Baregheh, A., Rowley, J., & Sambrook, S. 2009. Towards a Multidisciplinary Definition of Innovation. *Management Decision*, 47(8), 1323–1339.
- Brigham, E. F., & Houston, J. F. 2019. *Fundamentals of Financial Management* (15th ed.). Boston: Cengage Learning.
- Chaffey, D., & Ellis-Chadwick, F. 2019. *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Harlow: Pearson Education.
- Czinkota, M. R., & Ronkainen, I. A. 2010. *Principles of International Marketing*. Boston: Cengage Learning.
- Deliya, M. M., & Parmar, B. J. 2012. Role of Packaging on Consumer Buying Behavior – Patan District. *Global Journal of Management and Business Research*, 12(10), 61–71.
- Garvin, D. A. 1987. Competing on the Eight Dimensions of Quality. *Harvard Business Review*, 65(6), 101–109.
- Gitman, L. J., & Zutter, C. J. 2015. *Principles of Managerial Finance* (14th ed.). Boston: Pearson.
- Hansen, D. R., & Mowen, M. M. 2004. *Cost Management: Accounting and Control*. Mason: South-Western.
- International Labour Organization. 2015. *Small and Medium-Sized Enterprises and Decent and Productive Employment Creation*. Geneva: ILO.
- Kasmir. 2010. *Pengantar Manajemen Keuangan*. Jakarta: Raja Grafindo Persada.
- Kasmir. 2016. *Analisis Laporan Keuangan*. Jakarta: Raja Grafindo Persada.

- Kementerian Investasi/BKPM. 2021. *Laporan Pelaksanaan Sistem OSS dan NIB*. Jakarta: Kementerian Investasi/BKPM.
- Kementerian Koperasi dan UKM. 2022. *Laporan Tahunan Kementerian Koperasi dan UKM*. Jakarta: Kemenkop UKM.
- Kementerian Koperasi dan UKM. 2023. *Statistik UMKM Indonesia*. Jakarta: Kemenkop UKM.
- Kotler, P., & Armstrong, G. 2014. *Principles of Marketing* (15th ed.). Boston: Pearson.
- Kotler, P., & Keller, K. L. 2016. *Marketing Management* (15th ed.). Boston: Pearson Education.
- Kusnadi, E. 2020. *Kewirausahaan dan UMKM di Indonesia*. Jakarta: Mitra Wacana Media.
- Munawir, S. 2002. *Analisis Laporan Keuangan*. Yogyakarta: Liberty.
- Organisation for Economic Co-operation and Development. 2018. *Oslo Manual: Guidelines for Collecting, Reporting and Using Data on Innovation* (4th ed.). Paris: OECD Publishing.
- Peraturan Pemerintah Republik Indonesia Nomor 24 Tahun 2018 tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik.
- Porter, M. E. 1998. *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press.
- Rogers, E. M. 2003. *Diffusion of Innovations* (5th ed.). New York: Free Press.
- Scott, W. R. 1995. *Institutions and Organizations*. Thousand Oaks: Sage Publications.
- Schumpeter, J. A. 1934. *The Theory of Economic Development*. Cambridge: Harvard University Press.
- Suchman, M. C. 1995. Managing Legitimacy: Strategic and Institutional Approaches. *Academy of Management Review*, 20(3), 571–610.

- Sugiyanto, & Herlina. 2022. *Pengaruh Legalitas Usaha terhadap Pengembangan UMKM*. Jakarta: Prenadamedia Group.
- Tambunan, T. 2009. *UMKM di Indonesia*. Jakarta: Ghalia Indonesia.
- Tidd, J., & Bessant, J. 2014. *Strategic Innovation Management*. Hoboken: Wiley.
- Ulrich, K. T., & Eppinger, S. D. 2012. *Product Design and Development* (5th ed.). New York: McGraw-Hill.
- Ulwick, A. W. 2005. *What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services*. New York: McGraw-Hill.
- Underwood, R. L. 2003. The Communicative Power of Product Packaging. *Journal of Marketing Theory and Practice*, 11(1), 62–76.
- World Bank. 2020. *Doing Business 2020: Comparing Business Regulation in 190 Economies*. Washington, DC: World Bank.
- Huberman, A. M., & Miles, M. B. 2014. *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). Thousand Oaks: Sage Publications.
- Moleong, L. J. 2017. *Metodologi Penelitian Kualitatif* (Edisi Revisi). Bandung: Remaja Rosdakarya.
- Nasution, S. 1988. *Metode Penelitian Naturalistik Kualitatif*. Bandung: Tarsito.
- Patton, M. Q. 1980. *Qualitative Evaluation Methods*. Beverly Hills: Sage Publications.
- Rukajat, A. 2018. *Pendekatan Penelitian Kualitatif (Qualitative Research Approach)*. Yogyakarta: Deepublish.
- Sekaran, U., & Bougie, R. 2016. *Research Methods for Business: A Skill-Building Approach* (7th ed.). Chichester: Wiley.
- Sugiyono. 2019. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sutopo, H. B. 2006. *Metodologi Penelitian Kualitatif*. Surakarta: UNS Press.
- Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management*, 17(1), 99–120.
- Baregheh, A., Rowley, J., & Sambrook, S. (2009). Towards a Multidisciplinary Definition of Innovation. *Management Decision*, 47(8), 1323–1339.

- Brigham, E. F., & Houston, J. F. (2019). *Fundamentals of Financial Management*. Cengage Learning.
- BPOM RI. (2012). *Peraturan tentang Pedoman Pangan Industri Rumah Tangga*. Jakarta: Badan Pengawas Obat dan Makanan.
- BPOM RI. (2019). *Pedoman Pangan Industri Rumah Tangga (PIRT)*. Jakarta: Badan Pengawas Obat dan Makanan.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson Education.
- Czinkota, M. R., & Ronkainen, I. A. (2010). *International Marketing*. Cengage Learning.
- Deliya, M., & Parmar, B. J. (2012). Role of Packaging on Consumer Buying Behavior. *Global Journal of Management and Business Research*, 12(10).
- Garvin, D. A. (1987). *Competing on the Eight Dimensions of Quality*. Harvard Business Review.
- Gitman, L. J., & Zutter, C. J. (2015). *Principles of Managerial Finance*. Pearson Education.
- Hansen, D. R., & Mowen, M. M. (2004). *Cost Management: Accounting and Control*. South-Western College Pub.
- ILO. (2015). *Small and Medium Enterprises and Decent and Productive Employment Creation*. International Labour Organization.
- Kasmir. (2010). *Pengantar Manajemen Keuangan*. Jakarta: Kencana.
- Kementerian Koperasi dan UKM. (2022). *Laporan Tahunan Pengembangan UMKM*. Jakarta.
- Kementerian Investasi/BKPM. (2021). *Laporan Kinerja Penanaman Modal*. Jakarta: BKPM.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson Education.
- Kusnadi, E. (2020). Usaha Mikro: Karakteristik dan Peran dalam Perekonomian. *Jurnal Ekonomi*, 8(1), 55–64.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2012). *Marketing*. Cengage Learning.
- Mankiw, N. G. (2012). *Principles of Economics*. Cengage Learning.
- Munawir, S. (2002). *Analisis Laporan Keuangan*. Yogyakarta: Liberty.

- OECD. (2018). *Oslo Manual: Guidelines for Collecting, Reporting and Using Data on Innovation*. OECD Publishing.
- Patton, M. Q. (1980). *Qualitative Evaluation Methods*. Beverly Hills: Sage Publications.
- Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. Free Press.
- Porter, M. E. (1998). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.
- Prahalad, C. K., & Hamel, G. (1990). The Core Competence of the Corporation. *Harvard Business Review*, 68(3), 79–91.
- Rangkuti, F. (2013). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia Pustaka Utama.
- Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed.). Free Press.
- Rukajat, A. (2018). *Pendekatan Penelitian Kualitatif*. Yogyakarta: Deepublish.
- Santoso, D. (2022). Strategi UMKM Berbasis Budaya Lokal dalam Persaingan Global. *Jurnal Ekonomi dan Bisnis*, 15(2), 45–59.
- Schumpeter, J. A. (1934). *The Theory of Economic Development*. Harvard University Press.
- Scott, W. R. (1995). *Institutions and Organizations*. Thousand Oaks: Sage.
- Stanton, W. J., Walker, B. J., & Etzel, M. J. (2001). *Fundamentals of Marketing*. McGraw-Hill.
- Suchman, M. C. (1995). Managing Legitimacy: Strategic and Institutional Approaches. *Academy of Management Review*, 20(3), 571–610.
- Sugiyanto, E., & Herlina, N. (2022). Peran NIB dalam Perkembangan UMKM di Indonesia. *Jurnal Kebijakan Publik*, 10(2).
- Tambunan, T. (2009). *UMKM di Indonesia*. Jakarta: LP3ES.
- Tidd, J., & Bessant, J. (2014). *Strategic Innovation Management*. Wiley.
- Todaro, M. P., & Smith, S. C. (2015). *Economic Development*. Pearson Education.
- Ulrich, K. T., & Eppinger, S. D. (2012). *Product Design and Development*. McGraw-Hill.
- Ulwick, A. W. (2005). *What Customers Want*. McGraw-Hill.

Underwood, R. L. (2003). The Communicative Power of Product Packaging. *Journal of Marketing Theory and Practice*, 11(1), 62–76.

Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah.

Widodo, J. (2017). Legalitas UMKM dan Dampaknya terhadap Akses Pasar. *Jurnal Administrasi Bisnis*, 6(1).

World Bank. (2020). *Doing Business Report 2020*. Washington, DC: World Bank.

Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Thousand Oaks, CA: SAGE Publications.

David, F. R., & David, F. R. (2017). *Strategic management: Concepts and cases* (16th ed.). Harlow: Pearson Education Limited.

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). Thousand Oaks, CA: SAGE Publications.

Saaty, T. L. (2008). *Decision making with the analytic hierarchy process*. *International Journal of Services Sciences*, 1(1), 83–98. <https://doi.org/10.1504/IJSSCI.2008.017590>.

Barney, J. B. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99–120.

David, F. R. (2017). *Strategic management: Concepts and cases* (15th ed.). Pearson Education.

David, F. R., & David, F. R. (2016). *Strategic management: A competitive advantage approach, concepts and cases*. Pearson Education.

Horne, J. C. V., & Wachowicz, J. M. (2012). *Fundamentals of financial management* (13th ed.). Pearson Education.

Kotler, P. (2017). *Marketing management* (15th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.

Porter, M. E. (2008). The five competitive forces that shape strategy. *Harvard Business Review*, 86(1), 78–93.

Rangkuti, F. (2018). *Analisis SWOT: Teknik membedah kasus bisnis*. PT Gramedia Pustaka Utama.

Tjiptono, F. (2017). *Strategi pemasaran* (edisi 4). Andi Offset.

Barney, J. B., Ketchen, D. J., & Wright, M. (2021). Resource-based theory and the value creation framework. *Journal of Management*, 47(7), 1936–1955. <https://doi.org/10.1177/01492063211021655>

Gürel, E., & Tat, M. (2022). SWOT analysis: A theoretical review. *Journal of International Social Research*, 15(83), 1–10.

Hitt, M. A., Ireland, R. D., & Hoskisson, R. E. (2020). *Strategic management: Competitiveness and globalization* (13th ed.). Cengage Learning.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.

OECD. (2020). *SME policy responses*. Organisation for Economic Co-operation and Development.

Porter, M. E. (2021). *Competitive strategy: Techniques for analyzing industries and competitors* (Updated ed.). Free Press.

Teece, D. J. (2020). *Dynamic capabilities and strategic management: Organizing for innovation and growth* (2nd ed.). Oxford University Press.

World Bank. (2021). *Supporting micro, small, and medium enterprises during the COVID-19 pandemic*. World Bank Publications.