

DAFTAR PUSTAKA

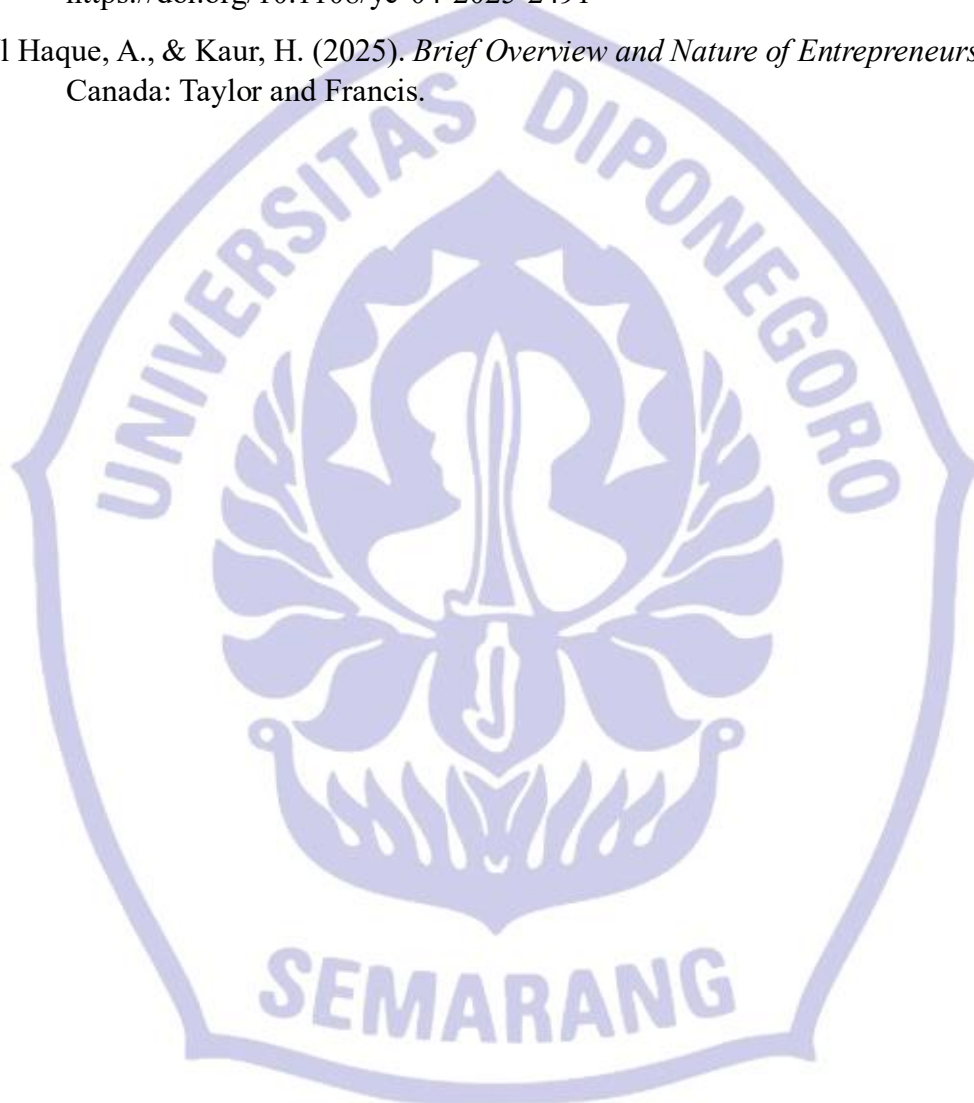
- Almalki, M. (2024). Space Grade OTS Products for Satellite Subsystems: A Framework For SME Entrepreneurs In Space Entrepreneurship and Investments. *2024 IAF Businesses and Innovation Symposium at the 75th International Astronautical Congress, IAC 2024* (pp. 100-107). Milan: International Astronautical Federation, IAF.
- Angin, C. (2024). *Examining Human Resource Management With the Bibliometric Analysis Method*. Turkey: IGI Global.
- Badan Pusat Statistik Indonesia. (2025). Rata-rata Konsumsi Perkapita Seminggu Menurut Kelompok Makanan dan Minuman Jadi Per Kabupaten/kota, 2021-2023. In *Badan Pusat Statistik Indonesia*. <https://www.bps.go.id/id/statistics-table/2/MjEwNyMy/rata-rata-konsumsi-perkapita-seminggu-menurut-kelompok-makanan-dan-minuman-jadi-per-kabupaten-kota--satuan-komoditas-.html>
- Briggs, J. P. (2024). Descriptive research. In *Encyclopedia of Sport Management, Second Edition* (pp. 263 - 264). United States: Edward Elgar Publishing Ltd.
- Case, R. (2024). *Business plan*. United States: Edward Elgar Publishing Ltd.
- Fakhry, D., Oger, R., Lauras, M., & Pellegrin, V. (2024). A Financialized Model for a Risk-Focused Sales and Operations Planning. *18th IFAC Symposium on Information Control Problems in Manufacturing, INCOM 2024* (pp. 1114-1119). Vienna: Elsevier B.V.
- Fan, H., Saengnoee, A., & Siripongdee, S. (2024). Antecedents to Haidilao Hot Pot Restaurant Consumer Loyalty in Bangkok. *Pakistan Journal of Life and Social Sciences*, 22(2), 8928–8944. <https://doi.org/10.57239/PJLSS-2024-22.2.00675>
- Freier, L. M., & Hughes, I. M. (2024). *Promoting Well-Being and Innovation in Startups The Role of the Social Environment*. United States: CRC Press.
- Ghabban, M. (2025). The Impact of Marketing Mix (7Ps) on Customer Satisfaction in the Healthcare Sector: A Study of Demographic and Professional Correlations. *International Journal of Healthcare Information Systems and Informatics*.
- Harahap, K., Vovi, S., Oroh, F. N., & Hamzah, Z. Z. (2024). *Bisnis Model Canvas* (Vol. I). Medan: PT Media Penerbit Indonesia.
- Kasmir, & Jakfar. (2013). *Studi Kelayakan Bisnis*. Jakarta: Kencana Prenada Media Group.

- Köseoğlu, S. D. (2023). *From Planning to Valuation: Mastering Business Planning and Sensitivity Analysis for Your Startup*. Istanbul, Türkiye: Springer Nature.
- Kotler, P., & Keller, K. (2016). *Marketing management (14th ed.)*. Pearson Prentice Hall.
- Kumar, G., Venugopal, & Thangamayan. (2025). Artificial Neural Network for Trademark Troubles: Navigating Legal Challenges for Startups in Chennai's Business Landscape. *6th International Conference on Mobile Computing and Sustainable Informatics, ICMCSI 2025*. goathgaun: Institute of Electrical and Electronics Engineers Inc.
- Lewis, T., & Yu, H. (2022). Food and Digital Lifestyles in Asia: From MasterChef to Mukbang. In R. U. School of Media and Communication, *Media in Asia: Global, Digital, Gendered and Mobile* (pp. 195 - 207). London: Taylor and Francis.
- Lim, W. M. (2025). What Is Qualitative Research? An Overview and Guidelines. *Australasian Marketing Journal*, 199-229.
- Mordor Intelligence. (2025). *Asia Pacific Frozen Desserts Market Size & Share Analysis - Growth Trends & Forecasts (2025 - 2030)*. <https://www.mordorintelligence.com/industry-reports/asia-pacific-frozen-desserts-market>
- Nurhasan, M., Ariesta, D. L., Utami, M. M. H., Fahim, M., Aprillyana, N., Maulana, A. M., & Ickowitz, A. (2024). Dietary transitions in Indonesia: the case of urban, rural, and forested areas. *Food Security*, 16(6), 1313–1331. <https://doi.org/10.1007/s12571-024-01488-3>
- Osterwalder, A., & Pigneur, Y. (2014). *Business Model Generation*. Jakarta: Elex Media Komputindo.
- Padharia Ray, N. (2024). *Business operations*. United States: Elsevier.
- Rahmawati, A., & Aulawi, H. (2020). Dampak Penerapan Segmentation , Targeting , Positioning PT Kimia Farma Pada Pasar Nasional. *Administrasi Kantor*, 209-222.
- Salazar, C. A., Acosta, R. W., Serván, S. R., Melendez, M. N., Tuesta, J. E., & Puerta, C. A. (2024). Financial Planning in Micro and Small Commercial Enterprises in Chachapoyas (2018-2023). 3(8).
- Santoso, R. P., Ningsih, L. S., & Irawati, W. (2024). Implementation Of Segmenting Targeting And Positioning Strategies In Improving Marketing Performance. *BIMA: Journal of Business and Innovation Management*, 280-292.

Sugiyanto, Nadi, L., & Wenten, I. K. (2020). *Studi Kelayakan Bisnis*. Banten: Yayasan Pendidikan dan Sosial Indonesia Maju (YPSIM).

Truman, E., Shi, S., & Elliott, C. (2025). Quenching Gen Z's thirst: teen-targeted beverage marketing on TikTok. *Young Consumers*, 27(1), 1–14. <https://doi.org/10.1108/yc-04-2025-2491>

Ul Haque, A., & Kaur, H. (2025). *Brief Overview and Nature of Entrepreneurship*. Canada: Taylor and Francis.



FEB UNDIP