

DAFTAR PUSTAKA

- Admin LinovHR. (2020). *Model Porter 5 Forces Untuk Analisis Kekuatan Perusahaan*. Diunduh dari : <https://www.linovhr.com/porter-5-forces/>
- Barringer, B, R, and Ireland, R, D. (2010). *Entrepreneurship: Successfully Launching New Ventures Upper Saddle River*, New Jersey: Prentice Hall Inc.
- BisnisUKM. (2014). *Kenali Pesaing Bisnis Anda Sekarang Juga*. Diunduh dari: [https://bisnisukm.com/kenali-pesaing-bisnis-anda-sekarang%20juga.html#:~:text=Pertama%2C%20pesaing%20langsung%20\(direct%20competitor,memiliki%20strategi%20pemasaran%20yang%20berbeda](https://bisnisukm.com/kenali-pesaing-bisnis-anda-sekarang%20juga.html#:~:text=Pertama%2C%20pesaing%20langsung%20(direct%20competitor,memiliki%20strategi%20pemasaran%20yang%20berbeda)
- CPSSOFT. (2019). *Apa Itu Analisis SWOT? Berikut Pengertian, Metode Analisis, dan Contohnya*. <https://cpssoft.com/blog/bisnis/pengertian-analisis-swot/>
- Dio Dananjaya. (2019). *Ketika Skuter Matik Membungkan Motor Bebek* <https://tirto.id/ketika-skuter-matik-membungkan-motor-bebek-ecZx>
- Entrepreneurship Education Without Boundaries. (2019). *Segmentasi Pasar beserta Pengelompokan dan Contohnya*. <http://ciputrauceo.net/blog/2015/7/14/segmentasi-pasar-beserta-pengelompokan-dan-contoh>
- Goozir. (2020). *Data Penjualan Motor 2019 AISI*. Diunduh dari : <https://goozir.com/data-penjualan-motor-2019/>
- Ilham Purba. (2020). *Five Forces Porter (Strategi Marketing Industrial)*. Diunduh dari: <https://insight.wellcode.io/five-forces-porter-strategi-marketing-industrial>
- Industri/ Otomotif. (2016). *Pasar motor matik makin menggelitik*. Diunduh dari: <https://industri.kontan.co.id/news/pasar-motor-matik-makin-menggelitik>
- Jonathan. (2020) . *Pengertian Promosi: Definisi, Tujuan, Jenis, dan Contoh Promosi* <https://www.maxmanroe.com/pengertian-promosi.html>
- Kompas.com. (2020). *Potensi Pertumbuhan Industri Otomotif Nasional di Fase New Normal*. Diunduh dari: <https://otomotif.kompas.com/read/2020/06/05/174100715/potensi-pertumbuhan-industri-otomotif-nasional-di-fase-new-normal>

- Kotler, Philip dan Amstrong, Gary. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, Philip dan Kevin Lane Lenner. (2019). *Marketing Management*. Edisi 15, Global Edition United Kingdom: Pcarson Education.
- Marzuki. (1996). *Pengertian tentang HKI (Hak Milik Intelektual)*. Halaman 41. Diunduh dari: <http://www.kumpulanpengertian.com/2015/04/pengertian-hki-menurut-para-ahli.html>.
- Munawir. (2007). *Analisis Laporan Keuangan*. Yogyakarta. Liberty. Diunduh dari: www.investorpedia.com
- Perrault and McCarthy. (2001). *Basic Marketing - A Global Managerial Approach*. McGraw- Hill.
- Porter, M.E. (1980). *Competitive Strategy*. Free Press. New York. Diunduh dari https://id.wikipedia.org/wiki/Analisis_lima_kekuatan_Porter
- Rafael Barbosa. (2019). *Creating A Value Proportition With The Golden Circle Mode*. Diunduh dari: <https://medium.com/@rafavinnce/start-with-why-creating-a-value-proposition-with-the-golden-circle-mode-5dbfa7b7efda>
- Sistaningrum. (2002). *Pengertian Promosi Menurut Para Ahli*. Hal 98. Diunduh dari: <https://www.gurupendidikan.co.id/pengertian-promosi/>
- Steven Bragg. (2020). *Threat Of Substitutes Definition*. United Kingdom. Diunduh dari: <https://www.accountingtools.com/articles/2017/8/23/threat-of-substitutes#:~:text=The%20threat%20of%20substitutes%20is,match%20at%20a%20competitive%20price.>
- Xendit. (2019) *Targeting & Positioning Dalam Strategi Pemasaran*. diunduh dari: <https://www.xendit.co/id/blog/pahami-segmenting-targeting-positioning-dalam-strategi-pemasaran/#:~:text=2.%20Targeting,Anda%20jadikan%20sebagai%20target%20pasar>
- Zakky. (2018). *Segmentasi Pasar Beserta Pengertian, Jenis-Jenis, Manfaat & Tujuannya*. diunduh dari: <https://www.zonareferensi.com/segmentasi-pasar/>
- Zeithalm, V. A, Parasuraman, A. and Malhotra, A. (2003). "Service Quality Deliver through websites: a critical review of extant knowledge". *Journal of The Academy of Marketing Science*, Vol 30 No 4. <https://scihub.tw/10.1177/009207002236911>