

DAFTAR PUSTAKA

- Amadeo, K. (2021). *Demand, Its Explanation, and Its Impact*. <https://www.thebalance.com/what-is-demand-definition-explanation-effect-3305708>.
- Badan Pusat Statistik. (2020). Jumlah Penduduk (Jiwa), 2017-2019.
- Badan Pusat Statistik. (2021). *Ekonomi Indonesia Triwulan II 2021 Tumbuh 7,07 Persen (y-on-y)*.
- Badan Pusat Statistik. (2021). Kota Tangerang Selatan dalam Angka 2021.
- Badan Pusat Statistik. (2021). *Pertumbuhan Ekonomi Indonesia Triwulan IV-2020*.
- Brown, A. (2015). *Understanding Food: Principles and Preparation* (6th ed). Boston: Cengage Learning.
- David, F. R. (2011). *Strategic Management* (12th ed.). Jakarta: Salemba Empat.
- Dessler, G. (2020). *Human Resource Management* (16th ed.). New Jersey: Pearson Prentice Hall, Inc.
- Dimitris. (2020). *Market potential analysis - What Is it & How to Do it*. Access on: <https://coara.co/blog/market-potential-analysis>.
- Evans, N. (2015). *Strategic Management for Tourism, Hospitality and Events, In Strategic Management for Tourism, Hospitality and Events*. Routledge Taylor & Francis Group. Access on: <https://doi.org/https://doi.org/10.4324/9780203771495>.
- Fahmi, I. (2015). *Manajemen Risiko, Teori, Kasus, dan Solusi*. Bandung: Alfabeta.
- Feradhita, N. (2021). *Penjelasan Aspek Pasar dan Pemasaran dalam Studi Kelayakan Bisnis*. Access On: <https://www.logique.co.id/blog/2021/07/09/aspek-pasar-dan-pemasaran/>
- Gurel, E., & Tat, M. (2017). SWOT Analysis: A Theoretical Review. *The Journal of International Social Research*, 10(51). Acces On: <https://doi.org/http://dx.doi.org/10.17719/jisr.2017.1832>.
- Hair, J. ., Hult, G. T. ., Ringle, C. ., & Sarstedt, M. (2017). *Primer on Partial Least Squares Structural Equation Modeling* (2nd ed.). United States of America: SAGE Publications, INC.
- Haley. (2021). *Positioning in Marketing: Definition, Types, Examples, Benefits*. Access On: <https://www.mageplaza.com/blog/positioning-in-marketing.html>.
- Helmstetler, H. (2016). *The Fusion Revolution: The Evolution of Fusion Cuisine*. *P Magazine*.
- Hezter, E. (2012). *Central and Regional Government*. Jakarta: Gramedia.
- James, M. (2021). *Target Market*. Access On: *Target Market*. <https://www.investopedia.com/terms/t/target-market.asp>.
- Kasmir, & Jakfar. (2012). *Studi Kelayakan Bisnis* (8th ed). Jakarta: Bumi Aksara.
- Kenton, W. (2021). *Supply*. Access On: <https://www.investopedia.com/terms/s/supply.asp>.
- Kotler, P. T., & Armstrong, G. (2020). *Principles of Marketing* (18th ed.). New Jersey: John Wiley & Sons, Inc.,.
- Kotler, P. T., & Keller, K. L. (2016). *Marketing Management* (15th ed.). New Jersey: Pearson Prentice Hall, Inc.
- Llyod, A. (2021). *The Importance of a Competitor Analysis and How to Conduct One*. Access On: <https://kayo.digital/news/the-importance-of-a-competitor-analysis>.

- Lumintang, Z. H. (2020). *Di Tengah Pandemi Covid-19, Penyedia Makan Minum Harus Kreatif*. Access On: <https://beritabeta.com/di-tengah-pandemi-covid-19-penyedia-makan-minum-harus-kreatif>.
- MBA, S. T. (2021). *Market Potential Meaning, Importance, Factors & Example*. Access On: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/3939-market-potential.html>.
- Potters, C. (2021). *Demand*. Access On: <https://www.investopedia.com/terms/d/demand.asp>.
- Sarioglan, M. (2014). Fusion Cuisine Education and Its Relation with Molecular Gastronomy Education (Comparative Course Content Analysis). *Online Submission*, 5(3), 64–70.
- Scott, G. (2020). *Porter's 5 Forces*. Access On: <https://www.investopedia.com/terms/p/porter.asp>
- Sekaran, U., & Bougie, R. (2020). *Research Methods For Business: A Skill Building Approach* (8th Asia ed). Hoboken: Wiley.
- Sulaiman, H. (2015). *Pengelolaan Makanan Kontinental*. Jakarta: Kementrian Pendidikan dan Kebudayaan.
- Sunyoto, D. (2013). *Dasar-Dasar Pemasaran*. Yogyakarta: CAPS.
- Thomas, L., & Johnson, E. B. (2014). *Contextual Teaching Learning*. Jakarta: kaifa.
- Traver, E. (2021). *Market Segmentation*. Access On: <https://www.investopedia.com/terms/m/marketsegmentation.asp>
- Twin, A. (2021). *Market Research*. Access On: <https://www.investopedia.com/terms/m/market-research.asp>.
- UNWTO. (n.d.). *Glossary of Tourism Terms*. <https://www.unwto.org/glossary-tourism-terms>
- Walker, J. R. (2017). *Restaurant Concepts, Management, and Operations* (8th ed). New Jersey: John Wiley & Sons, Inc.,.
- Wilujeng, L. (2019). *Pengembangan Media Pembelajaran Buku Saku Fusion Food Sebagai Sumber Belajar di Sekolah Menengah Kejuruan (SMK) Program Kuliner*. Universitas Negeri Yogyakarta.