

## BIBLIOGRAPHY

### Books

- Alon, Ilan, Eugene D. Jaffe, Christiane Prange, and Donata Vianelli. *Global Marketing: Contemporary Theory, Practice, and Cases*. Routledge, 2020.
- Atmowardoyo, Haryanto. *Research Methods in TEFL Studies: Descriptive Research, Case Study, Error Analysis, and R & D* (January 2018). <http://academypublication.com/issues2/jltr/vol09/01/25.pdf>.
- Bob Matthews and Liz Ross. "Choosing Methods". In *Research Method a Practical Guide For the Social Sciences*. 141. Harlow: Pearson Education Limited, 2010.
- Bob Matthews and Liz Ross. "Choosing Methods". In *Research Method a Practical Guide For the Social Sciences*. 285. Harlow: Pearson Education Limited, 2010.
- Salvatore, Dominick. *International Economics*. Hoboken, NJ: Wiley, 2020.
- Greenaway, David. 1988. "Economic Development and International Trade: An Introduction." *Economic Development and International Trade*, 1–5. doi:10.1007/978-1-349-19174-1\_1.
- Krugman, Paul R., Maurice Obstfeld, Marc J. Melitz, and Paul R. Krugman. *International Trade: Theory & Policy*. New York, NY: Pearson Education, 2018.
- Newman, Isadore, and Carolyn R. Benz. *Qualitative-Quantitative Research Methodology: Exploring the Interactive Continuum*. Carbondale, Ill: Southern Illinois Univ. Press, 2006.
- Sarsby, Alan. *SWOT ANALYSIS: A GUIDE TO SWOT for Business Studies Students*. Spectaris Ltd, 2016.
- SCHLEGELMILCH, BODO B. *GLOBAL MARKETING STRATEGY: an Executive Digest*. SPRINGER. 2018.
- Studienmaterial*. Stuttgart: AKAD. Die Privat-Hochschulen. 2007.
- Viotti, Paul R. and Mark V. Kauppi. *International Relations Theory 5th Edition*. Boston: Pearson Education, 2012.

### Journals Articles

- Prabowo, Kurniawan Aji. 2021. "Corporate Social Responsibility (CSR) of Unicorn Companies in Indonesia During COVID-19 Pandemic." *Corporate Social Responsibility (CSR) of Unicorn Companies in Indonesia During COVID-19 Pandemic*. file:///C:/Users/justi/Downloads/751-Article%20Text-3683-1-10-20220103.pdf.
- Bockman, Johanna. 2013. *NEOLIBERALISM ON JSTOR*, 14–15.

- Esfandari, Diah Agung. 2015. *GOJEK IN CONFLICT: CULTURAL PERSPECTIVE*. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/icotic/article/viewFile/5642/5655>.
- Larasati, Asfrik Thandie. 2021. *Situasi Cyber Security Indonesia Dalam Membangun Ekonomi Digital Sebagai Tanda Adanya Neoliberalisme*.
- Andryanto, Nanda Alif. *STRATEGI EKSPANSI GO-JEK DI INDONESIA DAN ASIA TENGGARA* (2018).
- Gultom, M. (2020). Tinjauan Perjanjian Kemitraan PT. Go-jek Indonesia dengan Driver Go-jek Online Berdasarkan Kebebasan Berkontrak Di Kantor Cabang Kota Pekanbaru. *Tesis*.
- Adisthy Nurqamarani, L. R. (2020). The effects of mobile service qualities on customer reuse intention of gojek super App. *Humanities & Social Sciences Reviews*, 8(4).
- Agung Prayitno, A. P. (2021). The Influence of Social Media Marketing, Customer Engagement and Digital Advertising on Brand Trust (Go-Jek Users as Research Objects). *International Journal of Creative Business and Management*, 1(2).
- Agus, A. A. (2019). The Leap of Go-Jek: Unfolding A Unicorn Startup Journey. *Academy of asian business review*, 5(1).
- April Lia Hananto, A. Y. (2018). User Experience Measurement On Go-Jek Mobile App In Malang City. *Third International Conference on Informatics and Computing (ICIC)*.
- Berto Mulia Wibawa, G. A. (2022). Gojek vs Grab: which one is better in creating customer satisfaction and loyalty? *Journal UNUSA*.
- Dr. Jozef Raco, M. Y. (2022). Determinant factors influencing people to use motorcycle taxi online services using the Analytical Hierarchy Process. *Universitas Katolik De La Salle Manado*. Manado.
- Fahmy Radhi, F. P. (2021). Disruptive Innovation of Gojek Indonesia. *Jurnal Akuntansi, Ekonomi dan Manajemen Bisnis*, 9(1).
- Luthfiana Basyirah, A. K. (2022). Open Innovation for sustainable development goals: Evidence from GoTo Group. *Journal of Innovation in Business and Economics*, 6(1).
- Maira Bauer, M. B. (2022). Development of corporate investment funds as a tool to achieve the goals of international treaties in the field of climate change. *Int Environ Agreem*, 22(1).
- Massoud Moslehpour, T. I.-K. (2022). What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention. *J.heor. Appl. Electron. Commer. Res.*, 17(1).
- Nandi. (2019). The Influence of Online Transportation Application to the Mobility and Economic of the Society (Case Study on Using Grab and Go-Jek in Bandung, Indonesia). *IOP Conference Series Earth and Environmental Science*, 286(1).
- Nola Sandiyasari, R. D. (2020). The influence of promotion mix, trust, and experiential marketing towards customer loyalty of online transportation (A Study on the Customers of Grab and Gojek in Malang). *Journal of Faculty of Economics and Business*.

- Novieta Indah Prananda, B. C. (2020). Go-Jek Company: Go-Jek's Rise to Dominating Indonesian's Markets and Southeast Asean. *TEST engineering & management*, 82.
- Puspita, U. W. (2017). Upaya Peningkatkan Brand Awareness PT. Go-Jek Indonesia Melalui Aktivitas Marketing Public Relations. *Jurnal Komunikasi*, 9(1).
- Sanjaya, T. S. (2021). Ruci's Joint Marketing Public Relations Strategy in Conducting and Communicating Rebranding to Increase Sales Value. *Journal of Public Relations*.
- Siti Fatimah, M. C. (2021). NETNOGRAPHY : gojek marketing strategy analysis through youtube social media. *Media Ekonomi dan Manajemen*, 36(1).
- Silitonga, Yolanda Sari. "28941-56008-1-SM.pdf." *KEBIJAKAN SINGAPURA MENGHADAPI INDUSTRI TRANSPORTASI ONLINE: STUDI KASUS MASUKNYA GOJEK KE SINGAPURA* (2019).
- Song, Kim In, and Helen V. Milner. "Kim\_Milner\_manuscript.Pdf." *Multinational Corporations and their Influence Through Lobbying on Foreign Policy* (December 2, 2019). [https://www.brookings.edu/wp-content/uploads/2019/12/Kim\\_Milner\\_manuscript.pdf](https://www.brookings.edu/wp-content/uploads/2019/12/Kim_Milner_manuscript.pdf).

### Online Sources

- Asti. 2022. "Indonesia Miliki 12 Gelar Startup Unicorn Di Tahun 2021, Anggota Baru Muncul Di Penghujung Tahun." *DailySocial.id | DailySocial.id*. Dailysocial. January 1. <https://dailysocial.id/post/indonesia-miliki-12-gelar-startup-unicorn-di-tahun-2021-anggota-baru-muncul-di-penghujung-tahun>.
- Author Khushali Shah Khushali is a content marketer at Razorpay. A logophile, Author Khushali Shah, and Khushali is a content marketer at Razorpay. A logophile. 2022. "What Is a Unicorn Startup and How to Be One? - Razorpay." *Razorpay Learn*. July 2. <https://razorpay.com/learn/what-is-a-unicorn-startup/>.
- Dewi, Intan Rakhmayanti. 2022. "Jokowi Sebut Ri Punya 2 Decacorn & 9 Unicorn, Ini Daftarnya." *CNBC Indonesia*. August 16. <https://www.cnbcindonesia.com/tech/20220816112937-37-364133/jokowi-sebut-ri-punya-2-decacorn-9-unicorn-ini-daftarnya>.
- "For Global Unicorns, It's Growth and Volatility." 2022. *Practical Ecommerce*. August 30. <https://www.practicalecommerce.com/for-global-unicorns-its-growth-and-volatility#:~:text=Unicorn%20Statistics,174%2C%20and%2065%2C%20respectively>.
- "Go-Jek to Launch International Expansion into Four New Markets." *Gojek*. Accessed January 25, 2023. <https://www.gojek.com/blog/gojek/go-jek-to-launch-international-expansion-into-four-new-markets/>.
- "Go-Jek Company: GO-Jek's Rise to Dominating Indonesian's Markets and ..." Accessed January 25, 2023. [https://www.researchgate.net/profile/Wai-Chuen-Poon/publication/340779357\\_Go-Jek\\_Company\\_Go-](https://www.researchgate.net/profile/Wai-Chuen-Poon/publication/340779357_Go-Jek_Company_Go-)

- Jek%27s\_Rise\_to\_Dominating\_Indonesian%27s\_Markets\_and\_Southeast\_Asean/links/5e9d898292851c2f52b2e170/Go-Jek-Company-Go-Jeks-Rise-to-Dominating-Indonesians-Markets-and-Southeast-Asean.pdf?origin=publication\_detail.
- “Indonesia's Super App Bettering Lives of 2 Million Partners.” 2022. *AIM2Flourish*. Accessed October 23. <https://aim2flourish.com/innovations/indonesias-super-app-bettering-lives-of-2-million-partners>.
- “Indonesia's Unicorns and Digitalization .” 2022. *YCP Solidiance*. Accessed October 23. <https://ycpsolidiance.com/article/indonesias-unicorns-and-digitalization>.
- “The Milestones of Go-Jek as the First Decacorn Startup in Indonesia.” 2019. *Finance*. July 5. <https://finance.binus.ac.id/2019/07/the-milestones-of-go-jek-as-the-first-decacorn-startup-in-indonesia/>.
- Rodenbaugh, Ryan. 2020. “East Meets West: What Is Gojek?” *East Meets West: What Is Gojek?* August 1. <https://ryanrodenbaugh.com/gojek/>.
- Gaille, Brandon. 2017. “14 Pros and Cons of Global Marketing.” *BrandonGaille.com*. January 14. <https://brandongaille.com/14-pros-and-cons-of-global-marketing/>.
- Bestari, Novina Putri. 2022. “Sempat Ditolak, Gojek Kini Berhasil Masuk Malaysia?” *CNBC Indonesia*. June 27. <https://www.cnbcindonesia.com/tech/20220627092056-37-350555/sempat-ditolak-gojek-kini-berhasil-masuk-malaysia>.
- “Home.” 2022. *SendPulse*. September 28. <https://sendpulse.com/support/glossary/global-marketing>.
- bergerak, Author Muhammad Syarif Dunia terus, Author Muhammad Syarif, and Dunia terus bergerak. 2020. “Contoh Analisis Swot Dan Bisnis Model Dari Perusahaan Go-Jek.” *Karinnov*. January 8. <https://karinnov.co.id/analisis-swot-bisnis-model-gojek/>.
- Firdaus. “Analisis Swot Gojek Dalam Mengembangkan Perusahaannya.” *Wong Cerdas*. Last modified March 17, 2022. Accessed October 28, 2022. <https://wongcerdas.com/analisis-swot-gojek/>.
- Bestari, Novina Putri. “Grab CS Waspadalah, Gojek Lagi Nafsu Kuasai Pasar Singapura.” *CNBC Indonesia*. Last modified November 15, 2021. Accessed October 28, 2022. <https://www.cnbcindonesia.com/tech/20211115101255-37-291477/grab-cs-waspadalah-gojek-lagi-nafsu-kuasai-pasar-singapura>.
- “Bantuan Gojek Bagi Mitra Dinilai Bisa Gerakkan Ekonomi Mikro .” *Bisnis.com*. Last modified August 10, 2021. Accessed October 28, 2022. <https://kabar24.bisnis.com/read/20210810/15/1428513/bantuan-gojek-bagi-mitra-dinilai-bisa-gerakkan-ekonomi-mikro>.
- A Brief Introduction to Theories on International Relations and Foreign Policy*. Accessed October 28, 2022. <http://www.people.vcu.edu/~wnewmann/468theory.htm#:~:text=State%20level%20analysis%20examines%20the,in%20terms%20of%20state%20characteristics>.

- “Asal Usul Go-Jek Pakai Nama Get Di Thailand.” *Info Komputer*. Accessed October 28, 2022. <https://infokomputer.grid.id/read/121653030/asal-usul-go-jek-pakai-nama-get-di-thailand#:~:text=Pendiri%20dan%20CEO%20Go%2DJek,benar%20dimiliki%20oleh%20bangsa%20Indonesia>.
- Atmowardoyo, Haryanto. *Research Methods in TEFL Studies: Descriptive Research, Case Study, Error Analysis, and R & D* (January 2018). <http://academypublication.com/issues2/jltr/vol09/01/25.pdf>.
- Adjie, M. F. (2020). App-based 'ojek' drivers demand compensation as new social restrictions bar them from taking passengers. *The Jakarta Post*. Jakarta.
- Afifa, L. (2021). Gojek CEO Reveals Plans for Business Expansion in Singapore, Vietnam. *Tempo.Co*.
- Bangkok, K. B. (2019). GET : Nama Lokal untuk GOJEK di Thailand, Telah Resmi Diluncurkan.
- Eka, R. (2019). Gojek Launches Get in Bangkok, Thailand. *Daily Social*.
- Fernando, A. (2021). Gojek Thailand Dicaplok AirAsia, Ini Rekam Jejak Bisnisnya! *CNBC Indonesia*.
- Freischlad, N. (2018). Go-Jek goes live with motorcycle taxis and couriers in Vietnam today. *KR Asia*.
- Hastuti, R. K. (2019). Ternyata Bukan Go-Ride, Ini Mesin Uang Terbesar Gojek. *CNBC Indonesia*.
- Hidayat, M. (2020). Layanan Goviet di Vietnam Kini Pakai Merek dan Aplikasi Gojek. *Liputan 6*.
- Jatmiko, L. D. (2022). Gojek Perkuat Layanan dan Inovasi di Asia Tenggara Tahun Ini. *Bisnis.com*.
- Lim, S. (2017). How Go-Jek problem-solved its way into the hearts of Indonesians. *The Drum*.
- Maulida, S. R. (2019). Nadiem Makarim and Gojek's runaway success: What you need to know. *The Jakarta Post*. Singapore.
- Mufti, R. R. (2019). Gojek 'only for the poor' resistance in Malaysia is part and parcel of expansion. *The Jakarta Post*.
- Pt. Viva Media Baru - Viva. “Vietnam Dukung Gojek Lawan Grab: Halaman 2.” *Viva.co.id*. Last modified June 29, 2018. Accessed January 25, 2023. <https://www.viva.co.id/digital/startup/1049219-vietnam-dukung-gojek-lawan-grab?page=2>.
- Rey, A. (2019). Indonesia's Go-Jek invests in Coins.ph. *Rappler*.
- Staff, C. A. (2019). Go-Jek to become fully available in Singapore from Jan 2. *CIO*.
- Staff, R. (2019). Philippine transport regulator rejects Go-Jek's appeal for ride-hailing licence. *Reuters*. Manila.
- Tani, Shotaro. “Gopolitics: Gojek Founder Joins Indonesian Cabinet.” *Nikkei Asia*. Nikkei Asia, October 23, 2019. Last modified October 23, 2019. Accessed January 25, 2023. <https://asia.nikkei.com/Business/Startups/GoPolitics-Gojek-founder-joins-Indonesian-cabinet>.
- Yuniar, M. (2022). Startup:Wajah baru kantor Gojek di Thailand dan Vietnam. *Ekrut Media*.

Zaobao, L. (2019). Gojek customers can now pay for rides with DBS PayLah! . *The Straits Times*.

## Government and Organization Publications

- “Beranda | Portal Kementerian Luar Negeri Republik Indonesia.” Accessed January 26, 2023.  
<https://kemlu.go.id/download/L1B1Ymxpc2hpbmdJbWFnZXMvTWVpJTJwMjAyMC9TVVJBVCUyMEVEQVJBtUyMGRhbiUyMEtyaXRlcmlhJTlWUGVtYmF0YXNhbi9CdWt1JTIwU2VsYXlhbmc1MjBQYW5kYW5nLnBkZg==>.
- “Thailand-Indonesia Relation.” 2022. *สถานเอกอัครราชทูต ณ กรุงจาการ์ตา*. Accessed October 28. <http://www.thaiembassyjakarta.com/en/useful-information/thailand-indonesia-relation/>.
- The Jakarta Post. 2022. “Malaysia and Indonesia, 63 Years of Kinship.” *The Jakarta Post*. Accessed October 28.  
<https://www.thejakartapost.com/academia/2020/09/05/malaysia-and-indonesia-63-years-of-kinship.html>.
- “Indonesia.” 2022. *Ministry of Foreign Affairs Singapore*. Accessed October 28.  
<https://www.mfa.gov.sg/SINGAPORES-FOREIGN-POLICY/Countries-and-Regions/Southeast-Asia/Indonesia>.
- “Embassy of the Republic of Indonesia, in Hanoi, , the Socialist ...” 2022. Accessed October 28. <https://kemlu.go.id/hanoi/en>.
- “Embassy of the Republic of Indonesia, in Manila,, the Republic of the ...” 2022. Accessed October 28. <https://kemlu.go.id/manila/en>.
2022. *Gojek Singapore: Ride-Hailing Transport Services*. Accessed October 28.  
<https://www.gojek.com/sg/>.
- “Gojek Vietnam.” 2022. *Gojek Vietnam*. Accessed October 28.  
<https://www.gojek.com/vn/>.
- “Driver: Thailand.” 2022. *Driver / Thailand*. Accessed October 28.  
<https://www.gojek.com/en/th/driver/>.
- S., Yandri. “Updated Go-Jek SWOT Analysis.” *LinkedIn*. Last modified September 4, 2019. Accessed October 28, 2022.  
<https://www.linkedin.com/pulse/updated-go-jek-swot-analysis-yandri-susanto>.
- “Multiplier Effect - University at Albany, SUNY.” Accessed October 28, 2022.  
[https://www.albany.edu/~bd445/Economics\\_301\\_Intermediate\\_Macroeconomics\\_Slides\\_Spring\\_2014/Multiplier\\_Effect.pdf](https://www.albany.edu/~bd445/Economics_301_Intermediate_Macroeconomics_Slides_Spring_2014/Multiplier_Effect.pdf).
- Negara, Direktorat Jenderal Kekayaan. *Multiplier Effect Proyek Strategis Nasional Pembangunan Bandara Kediri*. Accessed October 28, 2022.  
[https://www.djkn.kemenkeu.go.id/artikel/baca/13957/Multiplier-Effect-Proyek-Strategis-Nasional-Pembangunan-Bandara-Kediri.html#:~:text=Multiplier%20effect%20\(efek%20berganda\)%20merupakan,mempengaruhi%20peningkatan%20pendapatan%20dan%20konsumsi](https://www.djkn.kemenkeu.go.id/artikel/baca/13957/Multiplier-Effect-Proyek-Strategis-Nasional-Pembangunan-Bandara-Kediri.html#:~:text=Multiplier%20effect%20(efek%20berganda)%20merupakan,mempengaruhi%20peningkatan%20pendapatan%20dan%20konsumsi).

Hermansah. “Nilai Ekosistem Digital Gojek 2019 Setara Dengan 1% PDB.”  
*Https://Www.alinea.id/*. Alinea ID, August 4, 2020. Last modified August 4,  
2020. Accessed October 28, 2022. <https://www.alinea.id/bisnis/nilai-ekosistem-digital-gojek-2019-setara-dengan-1-pdb-b1ZRJ9wjB>.  
Rizkinaswara, Leski. “Gojek Tembus Pasar Thailand.” *Ditjen Aptika*. Last  
modified March 1, 2019. Accessed January 27, 2023.  
<https://aptika.kominfo.go.id/2019/02/gojek-sukses-ekspansi-internasional/>.

