

DAFTAR PUSTAKA

- Adrian, K. (2019). Manfaat Agar-agar untuk Tubuh. Retrieved February 25 2021. from <https://www.alodokter.com/manfaat-agar-agar-untuk-tubuh>
- Annur, C, M. (2020). Pesan Makanan Online Jadi Pengeluaran Terbanyak Konsumen saat Pandemi. Retrieved February 25 2021. from <https://databoks.katadata.co.id/datapublish/2020/10/12/pesan-makanan-online-jadi-pengeluaran-terbanyak-konsumen-saat-pandemi>
- Azizah, N. (2020). Survei LIPI: Konsumsi Makanan Sehat Meningkatkan Selama Pandemi. Retrieved March 18 2021. from <https://www.republika.co.id/berita/qhu2c1463/survei-lipi-konsumsi-makanan-sehat-meningkat-selama-pandemi>
- BKPM. (2020). BKPM : Minat Usaha Mikro Tetap Juara di Masa Pandemi. Retrieved February 08 2021, from <https://www.bkpm.go.id/id/publikasi/siaran-pers/readmore/2408601/64901>
- BPS. (2020). Produksi Susu Segar menurut Provinsi (Ton) 2018-2020. Retrieved March 19 2021. from <https://www.bps.go.id/indicator/24/493/1/produksi-susu-segar-menurut-provinsi.html>
- Ditjenpkh. (2020). Peringatan Hari Susu, Momentum Tingkatkan Konsumsi Susu Masyarakat Indonesia. Retrieved February 10 2021, from <https://ditjenpkh.pertanian.go.id/peringatan-hari-susu-momentum-tingkatkan-konsumsi-susu-masyarakat-indonesia>
- Fajar, T. (2020). PSBB, Penjualan Makanan dan Minuman secara Online Meningkatkan Tajam. Retrieved February 08 2021. from <https://economy.okezone.com/read/2020/05/17/320/2215404/psbb-penjualan-makanan-dan-minuman-secara-online-meningkat-tajam>
- Fauzan, R. (2020). CIPS Bagikan 3 Rekomendasi Jaga Keamanan Pangan Konsumen. Retrieved February 08 2021. from <https://ekonomi.bisnis.com/read/20200903/12/1286825/cips-bagikan-3-rekomendasi-jaga-keamanan-pangan-konsumen>
- Fauzia, M. (2021). Pagebluk Corona Sebabkan Konsumsi Rumah Tangga Loyo. Retrieved March 19 2021. from <https://money.kompas.com/read/2021/02/05/135238626/pagebluk-corona-sebabkan-konsumsi-rumah-tangga-loyo>
- Hadyan, R. (2020). Ternyata, Masyarakat Indonesia Banyak Habiskan Waktu di Media Sosial. Retrieved February 26 2021. from

- <https://lifestyle.bisnis.com/read/20201001/220/1299346/ternyata-masyarakat-indonesia-banyak-habiskan-waktu-di-media-sosial>
- Humphrey, A. (1960). *MARKETING THEORIES – SWOT ANALYSIS*. Retrieved February 10 2021, from <https://www.professionalacademy.com/blogs-and-advice/marketing-theories---swot-analysis>
- Jati, A, S. (2020). Penjualan Produk Makanan dan Minuman di e-Commerce Melesat. Retrieved February 25 2021. <https://inet.detik.com/business/d-4989187/penjualan-produk-makanan-dan-minuman-di-e-commerce-melesat>
- Kaplan, R, S., & Norton, D. P. (1996). *The balanced scorecard: translating strategy into action*. USA: Harvard Business Press.
- Kompas. (2020). Yogurt Bisa Tingkatkan Kekebalan Tubuh di Tengah Pandemi Covid-19. Retrieved February 25 2021. from <https://www.kompas.com/sains/read/2020/05/17/034700923/yogurt-bisa-tingkatkan-kekebalan-tubuh-di-tengah-pandemi-covid-19?page=all#:~:text=Meningkatkan%20sistem%20kekebalan%20tubuh&text=Namun%2C%20minum%20yogurt%20yang%20kaya,sistem%20kekebalan%20tubuh%20tetap%20sehat>
- Maharrani, A. (2020). Panen Sayur di Lapak Daring. Retrieved February 10 2021, from <https://lokadata.id/artikel/panen-sayur-di-lapak-daring>
- McKinsey. (2008). *Enduring Ideas: The GE–McKinsey nine-box matrix*. Retrieved April 05 2021. from <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/enduring-ideas-the-ge-and-mckinsey-nine-box-matrix#>
- Nielsen. (2015). *LOOKING TO ACHIEVE NEW PRODUCT SUCCESS?*. Retrieved March 18 2021. from <https://www.nielsen.com/wp-content/uploads/sites/3/2019/04/nielsen-global-new-product-innovation-report-june-2015.pdf>
- Osterwalder, A., & Pigneur, Y. (2010) *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. USA : Wiley & Sons, Inc.
- Porter, M. E. (1980). *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Retrieved February 10 2021, from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1496175
- Ridhoi, M, A. Indonesia Peringkat ke-4 Negara Berpenduduk Terbanyak Dunia, Retrieved April 06 2021. From <https://databoks.katadata.co.id/datapublish/2020/12/15/indonesia-peringkat-ke-4-negara-berpenduduk-terbanyak->

[dunia#:~:text=Jumlah%20ini%20menjadikan%20Indonesia%20berada,dan%20331%2C89%20juta%20penduduk.](#)

- Santia. (2020). Pembelian Makanan Online Meningkat 300 Persen Selama Corona. Retrieved February 08 2021. from <https://www.merdeka.com/uang/pembelian-makanan-online-meningkat-300-persen-selama-corona.html#>
- Sudrajat, A. (2020). Akademisi: Produk kesehatan paling dicari warga saat pandemi COVID-19. Retrieved February 26 2021. from <https://www.antaraneews.com/berita/1701074/akademisi-produk-kesehatan-paling-dicari-warga-saat-pandemi-covid-19>
- Sutrisno, E. (2020). Klaster UMKM, Kemudahan bagi yang Lemah dan Kecil. Retrieved February 08 2021, from <https://indonesia.go.id/narasi/indonesia-dalam-angka/ekonomi/klaster-umkm-kemudahan-bagi-yang-lemah-dan-kecil>
- Theodora, E. (2018). Sering Konsumsi Makanan Berpengawet? Ini Bahayanya. Retrieved February 25 2021. from <https://www.klikdokter.com/info-sehat/read/3444949/sering-konsumsi-makanan-berpengawet-ini-bahayanya>
- Veratamala, A. (2021). Ingin Meningkatkan Daya Tahan Tubuh? Coba Konsumsi Makanan Probiotik. Retrieved March 17 2021. from <https://hellosehat.com/sehat/informasi-kesehatan/cara-probiotik-meningkatkan-daya-tahan-tubuh/>