

REFERENCES

- Aldebi, H., & Aljboory, N. (2018). The impact of the tourism Promotion-Mix elements on the foreign tourists' mental images of the Jordanian tourist destinations: A field study. *International Business Research*, 11(1), 74-86.
<https://doi.org/10.5539/ibr.v11n1p74>
- Andriani, F. Y., Astari, D. I., Budhiarti, D., & Zachary, K. M. (2017). Analisis pengambilan keputusan strategi pengembangan industri kreatif kulit ikan pari Yogyakarta dengan pendekatan SWOT dan AHP.
<https://publikasiilmiah.ums.ac.id/xmlui/handle/11617/8664>
- Arifien, S. R. (2019). Analisis Strategi Pemasaran Untuk Meningkatkan Daya Saing UMKM. *Konferensi Nasional Ilmu Administrasi*, 3(1).
<http://180.250.247.102/conference/index.php/knia/article/view/112>
- Beckman, E., & Morse, S. (2020). The Local Economic Impact of the COVID-19 Pandemic on the Hospitality Industry. *Journal of Advanced Management Science Vol*, 8(3). DOI: 10.18178/joams.8.3.98-102
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches fifth ed.* Sage publications.
<https://www.amazon.com/Research-Design-Qualitative-Quantitative-Approaches/dp/1506386709>

- Erpurini, W. (2021). SWOT Analysis As A Strategy To Improve Competitiveness In PT Trans Antar Nusabird (Cititrans Travel). *Jurnal Mantik*, 4(4), 2416-2426. <https://doi.org/10.35335/mantik.Vol4.2021.1173.pp2416-2426>
- Gustavsson, S., & Larsson, S. (2020). Marketing Innovation for SMEs during COVID-19 Pandemic: A case study of the hospitality industry in Norrbotten. <http://urn.kb.se/resolve?urn=urn:nbn:se:ltu:diva-79426>
- Hermawan, H., Brahmanto, E., & Hamzah, F. (2018). *Pengantar Manajemen Hospitality*. <https://osf.io/preprints/inarxiv/7cymx/>
- Jayani, D. T. (2020, February 28). *Corona Hantam UMKM di Indonesia*. Katadata <https://databoks.katadata.co.id/datapublish/2020/02/28/corona-hantam-umkm-indonesia>
- Koderi, A. S., & Muhaimin, A. W. (2018). A SWOT analysis of landfill management system: Case study of Talangagung edu-tourism landfill in Malang, East Java. *International Journal of Scientific and Research Publications (IJSRP)*, 8, 450-455. <http://dx.doi.org/10.29322/IJSRP.8.4.2018.p7662>
- Kotler, P., Balogu, S., Makens, J. and Bowen, J. (2017). *Marketing for hospitality and tourism*. 7th ed. <https://www.amazon.com/Marketing-Hospitality-Tourism-Philip-Kotler/dp/0134151925>
- Latif, N., Handayani, C. M. S., & Purnaningrum, E. (2020). Pelatihan Aspek Marketing Mix Pada Pelaku Usaha Bonggolan Di Desa Pengulu Kecamatan Sidayu Kabupaten Gresik. *Ekobis Abdimas: Jurnal*

Pengabdian Masyarakat, 1(1), 26-31.

<https://doi.org/10.36456/ekobisabdimas.1.1.2337>

Loo, P. T., & Leung, R. (2018). A service failure framework of hotels in Taiwan: Adaptation of 7Ps marketing mix elements. *Journal of vacation marketing*, 24(1), 79-100. <https://doi.org/10.1177%2F1356766716682555>

Masa'deh, R., Alananzeh, O., Tarhini, A., & Algudah, O. (2018). The effect of promotional mix on hotel performance during the political crisis in the Middle East. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-02-2017-0010>

Mileva, D. N. (2019). Pengaruh Social Media Marketing dan Persepsi Kualitas Terhadap Niat Beli Surabaya Snowcake (Studi Pada Masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen (JIM)*, 7(2). <https://jurnalmahasiswa.unesa.ac.id/index.php/jim/article/view/26413>

Mmutle, T. (2017). Customers' perception of service quality and its impact on reputation in the hospitality industry. *African Journal of Hospitality, Tourism and Leisure*, Volume 6 (3). <http://repository.nwu.ac.za/handle/10394/27781>

Moleong, L. J. (2019). *Metodologi Penelitian Kualitatif edisi revisi*. Remaja Rosdakarya.

Munandar, J. N., Tumberl, A. L., & Soegoto, A. S. (2020). ANALISIS SWOT DALAM MENENTUKAN STRATEGI PEMASARAN BISNIS KOPI SAAT PANDEMI COVID-19 (STUDI KASUS PADA BLACK CUP COFFEE AND ROASTERY MANADO). *Jurnal EMBA: Jurnal Riset*

Ekonomi, Manajemen, Bisnis dan Akuntansi, 8(4).

<https://doi.org/10.35794/emba.v8i4.31590>

Peraturan Pemerintah Republik Indonesia Nomor 21 Tahun 2020 *PEMBATASAN SOSIAL BERSKALA BESAR DALAM RANGKA PERCEPATAN PENANGANAN CORONA VIRUS DISEASE 2019 (COVID-19)*. 31 Maret 2020. Lembaran Negara Republik Indonesia Tahun 2020 Nomor 91. Jakarta.

Raco, J. (2018). Metode penelitian kualitatif: jenis, karakteristik dan keunggulannya. <https://doi.org/10.31219/osf.io/mfzuj>

Rahim, R. (2020). Pengaruh Bauran Promosi Terhadap Keputusan Wisatawan Untuk Berkunjung ke Daya Tarik Wisata Ladaya Kutai Kartanegara. *Jurnal Administrasi Bisnis Fisipol Unmul*, 8(4), 272-279. <http://e-journals.unmul.ac.id/index.php/jadbis/article/view/3563>

Rangkuti, F. (2016). *Teknik membedah kasus bisnis Analisis SWOT*. Gramedia Pustaka Utama

Repi, O. W., Lumanaw, B., & Wenas, R. S. (2020). PENGARUH BAURAN PROMOSI, KESADARAN MEREK DAN PERSEPSI NILAI TERHADAP MINAT BELI DI BUKALAPAK PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS SAM RATULANGI MANADO. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 8(4). <https://doi.org/10.35794/emba.v8i4.30583>

- Salman, D., Tawfik, Y., Samy, M., & Artal-Tur, A. (2017). A new marketing mix model to rescue the hospitality industry: Evidence from Egypt after the Arab Spring. *Future Business Journal*, 3(1), 47-69.
<https://doi.org/10.1016/j.fbj.2017.01.004>
- Sedarmayanti. (2018). *Manajemen Strategi*. Refika Aditama.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Tjiptono, F., & Diana, A. (2020). *Pemasaran*. Andi offset.
- Tjiptono, F., & Gregorius C. (2020). *Pemasaran Strategik Edisi 4*. Andi offset.
- Wilantara, R. F., & Susilawati. (2016). *Strategi & Kebijakan Pengembangan UMKM*. Refika Aditama.
- WHO. (2020). *Pertanyaan dan Jawaban terkait Coronavirus*. World Health Organization Indonesia
<https://www.who.int/indonesia/news/novel-coronavirus/qa/qa-for-public>
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 34(7), 1294-1307.
<https://doi.org/10.1016/j.tele.2017.06.001>