

## DAFTAR PUSTAKA

- Ali Mujahidin, I. K. (2019). Analisis Segmentasi, Targeting, Positioning (STP) pada Zakiyya House. *Prosiding Seminar Nasional Unimus*.
- Daniel. (n.d.). *Tinjauan Pustaka Manajemen Pemasaran: Pengertian, Konsep, Strategi, Bauran, Fungsi dan Tujuan Pemasaran*. Retrieved from Ekonomimanajemen.com: <https://ekonomimanajemen.com/tinjauan-pustaka-manajemen-pemasaran-pengertian-konsep-strategi-bauran-fungsi-dan-tujuan-pemasaran/>
- Kemendag/Baparekraf. (2021, July 14). *Siaran Pers: Menparekraf Yakin Sektor Ekonomi Kreatif Mampu Jadi Lokomotif Pembangunan*. Retrieved from Kementerian Pariwisata dan Ekonomi Kreatif/ Badan Pariwisata dan Ekonomi Kreatif Republik Indonesia: <https://kemenparekraf.go.id/berita/Siaran-Pers:-Menparekraf-Yakin-Sektor-Ekonomi-Kreatif-Mampu-Jadi-Lokomotif-Pembangunan>
- Markaz Creative Indonesia. (2020). *Tentang Kami*. Retrieved from Markaz Design.
- Peet Venter, A. W. (2014). Performing market segmentation: a performative perspective. *Journal of Marketing Management*, 62-83. Retrieved from <https://www.tandfonline.com/doi/abs/10.1080/0267257X.2014.980437>
- Purwanto, A. (2021, Agustus 23). *Ekonomi Dunia Pada Masa Pandemi Covid-19 :dari Dampak hingga Proyeksi Pertumbuhan 2021-2022*. Retrieved from Kompaspedia: <https://kompaspedia.kompas.id/baca/paparan-topik/ekonomi-dunia-di-masa-pandemi-covid-19-dari-dampak-hingga-proyeksi-pertumbuhan-2021-2022>
- Sahabat UMKM. (n.d.). Retrieved from Tentang Kami: <https://sahabatumkm.id/> UKM Indonesia. (n.d.). *Selamat Datang*. Retrieved from UKM Indonesia: <https://www.ukmindonesia.id/>
- IDEO.org. (2015). Field Guide to Human Centered Design. IDEO.org. Kanada. IDEO. [https://d1r3w4d5z5a88i.cloudfront.net/assets/guide/Field%20Guide%20to%20Human-Centered%20Design\\_IDEOorg\\_English-0f60d33bce6b870e7d80f9cc1642c8e7.pdf](https://d1r3w4d5z5a88i.cloudfront.net/assets/guide/Field%20Guide%20to%20Human-Centered%20Design_IDEOorg_English-0f60d33bce6b870e7d80f9cc1642c8e7.pdf)