

DAFTAR PUSTAKA

- [1] H. Khuan, E. Andriani, dan A. Y. Rukmana, "The Role of Technology in Fostering Innovation and Growth in Start-up Businesses," *West Science Journal Economic and Entrepreneurship*, vol. 1, no. 03, hlm. 124–133, Agu 2023, doi: 10.58812/wsjee.v1i03.151.
- [2] Yusuf, "Masuki Era Revolusi Industri 4.0, Indonesia Perlu Manfaatkan Teknologi Digital," Kominfo.go.id.
- [3] C. Annur Mutia, "Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023," Databoks.katadata.co.id.
- [4] A. Telkomsigma, "Sering Terdengar Namun Jarang Diketahui, Apa Itu Big Data Analytic & Services," Telkomsigma.co.id.
- [5] L. News, "Apa itu Big Data Analytics: Solusi Keputusan Bisnis di Era Informasi," LSPR.ac.id.
- [6] Cloudpay, "Seize the Data: 5 Ways to Benefit from Payroll Analytics and Big Data," cloudpay.com.
- [7] I. Raeesi Vanani dan S. Majidian, "Literature Review on Big Data Analytics Methods," dalam *Social Media and Machine Learning*, IntechOpen, 2020. doi: 10.5772/intechopen.86843.
- [8] Eka Mayasari dan Agussalim Agussalim, "Literature Review: Big Data dan Data Analy pada Perusahaan," *Jurnal ilmiah Sistem Informasi dan Ilmu Komputer*, vol. 3, no. 3, hlm. 171–187, Okt 2023, doi: 10.55606/juisik.v3i3.680.
- [9] DQLab, "Analisis Data Adalah: Mengenal Pengertian, Jenis, Dan Prosedur Analisis Data," DQLab.
- [10] Umnadmin, "Yuk kenali Fungsi Data Analytics bagi Perusahaan!," umn.ac.id.
- [11] A. Retnowardhani PhD dan T. Ramdani MMSI, "Jenis-jenis Data Analytics," Binus University.
- [12] M. Sholeh, R. Y. Rachmawati, dan E. Susanti, "Penggunaan Aplikasi Canva untuk Membuat Konten Gambar pada Media Sosial Sebagai Upaya Mempromosikan Hasil Produk UKM," 2020. [Daring]. Tersedia pada: www.canva.com.
- [13] N. Nisa, D. Firdaus, dan R. Aprilia, "Implementasi Business Intelligence Untuk Menganalisis Jumlah Guru SD SMP SMA SMK Di Jawa Barat," *Simpatik: Jurnal Sistem Informasi dan Informatika*, vol. 3, no. 1, hlm. 11–16, Jun 2023, doi: 10.31294/simpatik.v3i1.1725.