

REFERENCES

- Adom, A. Y., Nyarko, I. K., & Som, G. N. (2016). *Competitor Analysis in Strategic Management: Is it a Worthwhile Managerial Practice in Contemporary Times?*, 24(1), 116-127. <https://core.ac.uk/download/pdf/234696346.pdf>
- Ahdiat, A. (2022). Mayoritas Warga RI Sering Konsumsi Makanan dan Minuman Manis. Databoks. <https://databoks.katadata.co.id/datapublish/2022/09/28/mayoritas-warga-ri-sering-konsumsi-makanan-dan-minuman-manis>
- Anggreani, L. D. (2022). *MOCHI DENGAN SUBSTITUSI TEPUNG KETAN HITAM (MENINGKATKAN POTENSI BAHAN PANGAN LOKAL) - Lalitahani Dwi Anggraeni1, Kokom Komariah2*. Journal UNY. <https://journal.uny.ac.id/index.php/ptbb/article/download/59009/18979>
- BPS Provinsi DKI Jakarta. (2020). *BPS Provinsi DKI Jakarta*. Rata-rata Pengeluaran per Kapita Sebulan Makanan dan Bukan Makanan di Daerah Perkotaan Menurut Kabupaten/Kota (rupiah) 2020-2022. <https://jakarta.bps.go.id/indicator/5/136/1/rata-rata-pengeluaran-per-kapita-sebulan-makanan-dan-bukan-makanan-di-daerah-perkotaan-menurut-kabupaten-kota-rupiah-.html>
- Fatimah, S. (2022). Sukabumi Kota Mochi, Ini 2 Merek Legendaris Wajib Dibeli untuk Oleh-oleh. detikFood. <https://food.detik.com/berita-boga/d-6197244/sukabumi-kota-mochi-ini-2-merek-legendaris-wajib-dibeli-untuk-oleh-oleh>
- Fatmarani, S. (2023, July 5). *Aturan Gaji dan Upah Pekerja UMKM, Simak Ketentuan dan Cara Hitungnya*. UKMINDONESIA.ID. <https://ukmindonesia.id/baca-deskripsi-posts/aturan-gaji-dan-upah-pekerja-umkm-simak-ketentuan-dan-cara-hitungnya>
- IDN Financials. (2022). F&B industry's contribution reached 37.77%. IDNFinancials. <https://www.idnfinancials.com/news/43587/fb-industry-contribution-reached>
- The Jakarta Post. (2020). Food & Beverage industry hit hardest by COVID-19: Report. The Jakarta Post. <https://www.thejakartapost.com/news/2020/03/27/food-beverage-industry-hit-hardestby-covid-19-report.html>
- Julianita, A. (2021). The Down Side of Indonesia's Food and Beverage Industry. BRIGHT Indonesia. <https://brightindonesia.net/2021/03/11/the-down-side-of-indonesias-food-and-beverage-industry/>
- LLOYD, I. (2020). Japanese cuisine on a roll in Indonesia. Nikkei Asia. <https://asia.nikkei.com/Life-Arts/Life/Japanese-cuisine-on-a-roll-in-Indonesia>

- Lylia, L. (2022). Sejarah Mochi di Indonesia, Kini Populer sebagai Oleh-oleh. Kompas.com. <https://www.kompas.com/food/read/2022/01/15/130900075/sejarah-mochi-di-indonesia-kini-populer-sebagai-oleh-oleh?page=1>
- Mahayani, P. (2023). *BAB II TINJAUAN PUSTAKA A. Kue Mochi 1. Pengertian Kue Mochi adalah kue yang berbahan dasar beras ketan yang direbus dan ditumbu.* Repository Poltekkes Denpasar. Retrieved March 4, 2024, from <http://repository.poltekkes-denpasar.ac.id/11187/3/BAB%202.pdf>
- Market Research. (2023). Mochi Market Size, Trends, Growth Opportunities, Market Share, Outlook by Types, Applications, Countries, and Companies to 2030. MarketResearch.com. <https://www.marketresearch.com/VPA-Research-v4245/Mochi-Size-Trends-GrowthOpportunities-33771746/>
- Martinez, J. V., & Ruiz, R. D. (2012, March). What is a direct competitor? An empirical study to corroborate the perception of direct competition based on three factors, 57(1), 149-184. https://www.researchgate.net/publication/317477420_What_is_a_direct_competitor_An_empirical_study_to_corroborate_the_perception_of_direct_competition_based_on_three_factors
- Panduarsa, S., & S, R. (2022). Ministry optimistic about F&B industry growing seven percent in 2022. ANTARA News. <https://en.antaranews.com/news/248553/ministry-optimistic-about-fb-industry-growin-g-seven-percent-in-2022>
- Rahmaida, E., Pranowo, A. S., & Limakrisna, N. (2023). THE INFLUENCE OF PRODUCT INNOVATION AND SOCIAL MEDIA MARKETING ON MOCHI CAKE PURCHASING DECISIONS IN SUKABUMI CITY BY MEDIATION OF BRAND PERCEPTION STUDIES ON BRAND MOCHI XYZ. 3(1), 32-36. <https://doi.org/10.33751/jssah.v3i1.7415>
- Riyandi, V. (2022). [INFOGRAFIK] Menilik Geliat Industri F&B Pasca Pandemi - LandX. LandX. <https://landx.id/blog/menilik-geliat-industri-f-b-pasca-pandemi/>
- Sutadarma, I. W. G. (2022). Direktorat Jenderal Pelayanan Kesehatan. Direktorat Jenderal Pelayanan Kesehatan. https://yankes.kemkes.go.id/view_artikel/1222/gula-si-manis-yang-menyebabkan-ketergantungan
- The World Bank. (2022). WDR 2022 Chapter 1. Introduction. World Bank. <https://www.worldbank.org/en/publication/wdr2022/brief/chapter-1-introduction-the-economic-impacts-of-the-covid-19-crisis>
- Surg, I. J. (2020, April 17). *The socio-economic implications of the coronavirus pandemic (COVID-19): A review.* NCBI. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7162753/>