

DAFTAR PUSTAKA

- [1] K. C. Laudon and J. P. Laudon, *Management Information Systems: Managing the Digital Firm*, 16th ed. Pearson Education, 2020.
- [2] D. Chaffey and F. Ellis-Chadwick, *Digital Marketing*, 7th ed. Pearson Education, 2019.
- [3] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Pearson Education, 2016.
- [4] Statista, “Percentage of small businesses worldwide with a website,” <https://www.statista.com/statistics/265773/share-of-small-businesses-with-a-website/>, 2022, accessed: 2025-05-28.
- [5] Listria, “Pengaruh program magang terhadap kesiapan kerja mahasiswa manajemen pendidikan uin syarif hidayatullah jakarta,” *Skripsi*, 2022.
- [6] P. K. L. Kimiatama, “Profil dan dokumentasi internal perusahaan,” 2025, dokumen tidak dipublikasikan.
- [7] R. Smith, “Internship-based learning and employability in higher education,” *Journal of Experiential Education*, vol. 44, no. 2, pp. 101–115, 2021.
- [8] P. K. L. Kimiatama, “Dokumentasi internal struktur organisasi perusahaan,” 2025, dokumen tidak dipublikasikan.
- [9] R. S. Pressman, *Software Engineering: A Practitioner’s Approach*, 8th ed. McGraw-Hill Education, 2014.
- [10] I. Sommerville, *Software Engineering*, 10th ed. Pearson, 2015.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A