

REFERENCE

- Afifah, H. (2023, November 26). *Lengkong Kecil Culinary Night Bandung ramai pengunjung, segini biaya sewa per bulannya untuk kamu yang ingin jualan*. Hops ID. <https://www.hops.id/travel/29410996481/lengkong-kecil-culinary-night-bandung-ramai-pengunjung-segini-biaya-sewa-per-bulannya-untuk-kamu-yang-ingin-jualan?page=2>
- Alexandra, Y., Rizkalla, N., & Choirisa, S. F. (2022). Pelatihan perancangan menu bagi UMKM kuliner. *Jurnal Sinergitas PKM & CSR*, 6(2), 1–16. <https://doi.org/10.19166/jspc.v6i2.6156>
- Armielia, A.A., Triutama, O.P., & Nindita, S. (2023). Pengaruh kredibilitas vlogger YouTube terhadap kesadaran destinasi wisata dan keinginan berwisata penonton Indonesia. *Jurnal Manajemen Perhotelan dan Pariwisata*, 6(2). <https://doi.org/10.23887/jmpp.v6i2.60168>
- Asy'ari, M. S., Taolo, V. F., Cangara, A. R., & Lumumba, P. (2024). The impact of South Korean gastrodiplomacy in Indonesia on the development of Korean food business opportunities in Indonesia. *Tamalanrea: Journal of Government and Development (JGD)*, 1(1), 12–19. <https://doi.org/10.69816/jgd.v1i1.35561>
- Chi, C. (2023, September 21). *The 2 simple & straightforward methods for market sizing your business*. HubSpot. <https://blog.hubspot.com/marketing/market-size>
- Indonesiawriters. (2020, November 9). *Snacking as a culture and hobby in Indonesia*. Licorice. <http://report.licorice.pink/blog/indonesia/snacking-as-a-culture-and-hobby-in-indonesia/>

MyFood. (n.d.). *This is why Indonesians like snacking*. Gogo Kremes from
MyFood - News & Articles.
<https://www.myfood.co.id/en/blog/detail/id/736>

Puspita, R. E., Ayuningrum, A. N. P. D., Zulaikha, Y., & Thaker, M. A. M. T.
(2022). Look-ahead behavior in food culture: The case of Korean food
buying. *JSW (Jurnal Sosiologi Walisongo)*, 6(1), 59–72.
<https://doi.org/10.21580/jsw.2022.6.1.10713>

Statista. (2024, May 22). *Main reasons for South Korean pop music's (K-pop)
popularity in Indonesia as of November 2023*.
[https://www.statista.com/statistics/960145/south-korea-reasons-for-kpop-
popularity-in-indonesia/](https://www.statista.com/statistics/960145/south-korea-reasons-for-kpop-popularity-in-indonesia/)

Snapcart. (2020, April 15). *Indonesians and their snacking habits*.
<https://snapcart.global/indonesians-and-their-snacking-habits/>

Subandi, F. P. P., Romadlon, F., Nurisusilawati, I., & Chindyana, A. (2022).
Sentiment analysis of Indonesian interest in Korean food based on Naïve
Bayes algorithm. *Jurnal Sositologi*, 21(3), 337–346.
<https://doi.org/10.5614/sostek.itbj.2022.21.3.10>

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