

REFERENCE

- Armielia, A. A., Pradiati, S. R., & Mahardhini, O. (2023). Diversifikasi produk kue kering untuk meningkatkan motivasi wirausaha mahasiswa perhotelan dan boga. *Jurnal Inovasi Hasil Pengabdian Masyarakat (JIPEMAS)*, 6(3), 551–561. <https://doi.org/10.33474/jipemas.v6i3.19585>
- Budiman, J., Andarini, R., Sofia, S., Sugandi, D., Tiara. C, I., & Ainabila, S. S. (2024). Chocolate In Jar Sebagai Variasi Produk Dessert Jar Bernutrisi. *Madani*, 2(1), 41–47. <https://doi.org/10.37253/madani.v2i1.8564>
- Fitria, R. (2024). Tren dessert tahun ini menurut Executive Pastry Chef. *Detikfood*. <https://food.detik.com/info-kuliner/d-7128179/tren-dessert-tahun-ini-menurut-executive-pastry-chef>
- Maulinda, M., Widayat, H., & Jaya, R. (2024). Dessert box product: Review finding and its potential development in Aceh. *East Asian Journal of Multidisciplinary Research*, 3(9). <https://doi.org/10.55927/eajmr.v3i9.11049>
- Paramount Land, www.paramount-land.com. (2025, February). Lokasi Terbaik untuk Usaha Kuliner di Gading Serpong. Paramount Land. <https://www.paramount-land.com/article/business-opportunity/lokasi-terbaik-untuk-usaha-kuliner-di-gading-serpong#:~:text=Gading%20Serpong%20telah%20menjadi%20kawasan,mulai%20usaha%2C%20termasuk%20usaha%20kuliner.>
- Putri, B., & Sonny, S. (2023). BUSINESS FEASIBILITY ANALYSIS OF D’SWEETY LAYERS DESSERT CAKE. *FIRM Journal of Management Studies*, 8(2), 262. <https://doi.org/10.33021/firm.v8i2.4651>
- Soetjipto, C. R. (2023). The Effectiveness of Social Media as a Marketing and Promotion Tool to Increase Consumer Purchase Intention in the Food and Beverage Industry Burger Garage Jakarta. *International Journal of Current Science Research and Review*, 06(09). <https://doi.org/10.47191/ijcsrr/V6-i9-19>

Wijaya, S. M., Metty, P. F., Wijaya, A., & Yukianti, C. R. (2023). Business Feasibility Study Analysis of The Pianeta Ice Cream Dessert Business. *International Journal of Application on Economics and Business*, 1(1), 249–259. <https://doi.org/10.24912/ijaeb.v1i1.249-259>

