

DAFTAR PUSTAKA

1. BPS-Statistics Indonesia. (2024, December 23). Food and beverage service activities statistics 2023. BPS-Statistics Indonesia.
<https://www.bps.go.id/en/publication/2024/12/23/f2c7743c4712aaceaa4abf694/food-and-beverage-service-activities-statistics-2023.html>
2. Ratten, V. (2023). Entrepreneurship: Definitions, opportunities, challenges, and future directions. *Global Business and Organizational Excellence*, 42(5), 79-90.
<https://doi.org/10.1002/joe.22217>
3. Tiana, R. E. (2024, December 2). 87% warga Indonesia pilih nugget sebagai daging olahan beku favorit. GoodStats Data. <https://data.goodstats.id/statistic/87-warga-indonesia-pilih-nugget-sebagai-daging-olahan-beku-favorit-1QrKo>
4. Zahra, I. L. (2025, March 6). Seberapa sering publik Indonesia beli produk frozen food? GoodStats Data. <https://data.goodstats.id/statistic/seberapa-sering-publik-indonesia-beli-produk-frozen-food-XCwYm>
5. Wafa, I. (2024, November 17). 7 alasan orang Indonesia gemar konsumsi frozen food. GoodStats Data. <https://data.goodstats.id/statistic/7-alasan-orang-indonesia-gemar-konsumsi-frozen-food-mjBAs>
6. IMARC Group. (n.d.). Indonesia frozen food market size, share, trends and report 2026-2034. IMARC Group. <https://www.imarcgroup.com/indonesia-frozen-food-market>