

DAFTAR PUSTAKA

- Afiah, Nunuy Nur (2009). Peran Kewirausahaan Dalam Memperkuat UKM Indonesia Menghadapi Krisis Finansial Global. *Working Paper in Accounting and Financi Faculty of Economics Padjadjaran University Journal*.
- Juliana, Adinda Fauziah (2018). Analisis Branderpreneurship dalam Membangun Nilai Merek Usaha Artis (Studi Kasus Bakmi Wong Milik Artis Baim Wong). *Jurnal Universitas Bakrie*
- Kapferer, Jean-Noel (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. London: Kogan Page
- Kementerian Koperasi dan UKM & Badan Pusat Statistik (2017). Diakses dari www.depkop.go.id/data-umkm pada tanggal 20 November 2019
- Koporcic, Nikolina (2020). *Understanding Interactive Network Branding in SME Firms*. Emerald Publishing
- Kotler, Philip (2000). *Marketing Management*. Millenium Ed. New Jersey: Prentice Hall.
- Living with L.O.F Official Account Instagram @livingwithlof. Diakses dari www.instagram.com/livingwithlof/ pada 12 Juni 2020.
- Nugraha, Hari Susanta et al (2017). Penerapan Branding Pada Ukm Makanan Ringan Di Kabupaten Jepara. *Jurnal Administrasi Bisnis*, 6(1), 16-23.
- Rahab (2009). Penerapan Manajemen Merek Pada Usaha Kecil dan Menengah (UKM). *Jurnal Bisnis dan Ekonomi (JBE)*, 16(1), 18-25.
- Solomon, Michael (2015). *Consumer Behavior: Buying, Having, and Being 11th Edition*. Pearson Education Limited.
- Suharyanti, Harista, Ajeng, Kania, Dessy & Hanathasia, Mirana (2017). Pengembangan Merek Melalui Personalisasi, Kustomisasi dan Komunikasi Kreatif. *Jurnal Ilmu Komunikasi*, 15(2), 87-105.
- Sulistiyastuti, Dyah Ratih (2004). Dinamika Usaha Kecil dan Menengah (UKM) Analisis Konsentrasi Regional UKM di Indonesia 1999-2001. *Jurnal Ekonomi Pembangunan*, 9(2). 143-164.
- Wijayana, Dona Prambudi (2016). Brand Positioning dan Trust Terhadap Loyalitas Nasabah. *Ekonomika Bisnis*, 7(2), 115-124.
- Wijaya, Bambang Sukma, Syaiful, Muhammad & Sutawidjaya, Ahmad Hidayat (2020). *Changing the Mindset in the Culinary Business Environment: From*

- Entrepreneur to Branderpreneur. *IOP Conference Series: Earth and Environment Science*, 469. <https://doi.org/10.1088/1755-1315/469/1/012045>
- Wijaya, Bambang Sukma (2019). Branderpreneurship: Kewirausahaan Berbasis Pengembangan Merek. *Journal of Entrepreneurship, Management, and Industry (JEMI)*, 2(4), 205-212.
- Wijaya, Bambang Sukma, Suharyanti, Kania, Dessy & Hanathasia, Mirana (2016). Synergizing Entrepreneurial Spirit and the Mindset of Branding through Branderpreneurship: Evidences from Indonesia. *Social Sciences*, 11, 129-138
- Wijaya, Bambang Sukma & Sutawidjaya, Ahmad Hidayat (2015). Planted with Word-of Mouth, Flourished with Social Media Communications: How a Small Business Brand in Indonesia Grows Globally in the Land of Branderpreneurship. *International Journal of Applied Business and Economic Research*, 13(5), 3393-3408.
- Wijaya, Bambang Sukma (2015). From Selection to Proposition: Qualitative Data Analysis Models and Methods. *Journal Communication Spectrum: Capturing New Perspectives in Communication*, 5(1), 1-12.
- Wijaya, Bambang Sukma (2014). Branderpreneurship Framing Analysis: A Metodological Framework. *Journal Communication Spectrum* 4(2), 156-169
- Wijaya, Bambang Sukma (2013a). The Hierarchical Effects Model of Branding. *Journal Communication Spectrum: Capturing New Perspectives in Communication*, 3(2), 158-173
- Wijaya, Bambang Sukma (2013b). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31), 55-65
- Wijaya, Bambang Sukma & Hanathasia, Mirana (2012). Analisis Branderpreneurship pada UKM Perawatan Kecantikan Salon Waxing Corner. *Seminar Nasional Kewirausahaan & Inovasi Bsinis II: Peran Wirausaha Dalam Meningkatkan Keunggulan Kompetitif Nasional Melalui Ekonomi Kreatif*. SNKIB UNTAR, 483-496.
- Wijaya, Bambang Sukma (2011). Branderpreneurship: Brand Development-Based Entrepreneurship. *Proceeding of 1st International Conference on Business and Communication (ICBC)*, Jakarta, November 2011.
- Yin, Robert K. (2017). *Case Study Research and Applications: Design and Methods*. London: Sage