

DAFTAR PUSTAKA

1. Alfajri, M. F. (2020). *Skripsi Perencanaan Strategi Digital Pada Sribu.Com Menggunakan Metode Design Thinking*.
2. Alibaba.com Reads. (2024). *Menguasai Pemasaran Media Sosial untuk Gym*.
3. Amin, B. F., & Mustara. (2021). Hubungan Antara Gaya Hidup Dan Tingkat Kebugaran Volunteer Penggerak Olahraga Provinsi DKI Jakarta. *Jurnal Ilmiah Sport Coaching and Education*, 6(2), 112–119.
4. Bayu, R. A., & Nugraha, R. (2022). Analisis Preferensi Konsumen Terhadap Pemilihan Tempat Fitness di Bandung. *Jurnal Manajemen Pemasaran*, 10(2), 115–124.
5. Beckman, S. L. (2020). To Frame Or Reframe: Where Might Design Thinking Research Go Next? *California Management Review*, 62(2), 144–162.
<https://doi.org/10.1177/0008125620906620>.
6. Carron, A. V., & Spink, K. S. (2019). Group cohesion in sport and exercise: Past, present, and future. *Journal of Sport & Exercise Psychology*, 41(4), 1–15.
<https://doi.org/10.1123/jsep.2018-0304>.
7. Centers for Disease Control and Prevention. (2020). *Strategies to Increase Physical Activity Among Adults*. U.S. Department of Health and Human Services. Retrieved from <https://www.cdc.gov/physicalactivity/>.
8. Chaffey, D. (2020). *Digital Marketing: Strategy, Implementation and Practice*. Pearson.
9. Global Wellness Institute. (2022). *Global Wellness Economy: The Next Frontier*. Global Wellness Institute Report.
10. IDEO.org. (2025). *Design Kit: Introduction to Human-Centered Design*. Diakses dari <https://plusacumen.novoed.com/#!/courses/design-kit-2025/home>.
11. IDEO. (2025). *Human-Centered Design 201:Prototyping*. Diakses dari <https://plusacumen.novoed.com/#!/courses/prototyping-2025/home>.
12. Indriani, A., Haholongan, R., Dordia, J. N., Nur'aini, N., Bila, Z. S., Ananda, L. D., & Ferdiansyah, M. (2024). Perilaku Konsumen Terhadap Minat Pembelian Di Toko Sport Dari Konvensional Ke Online Shopping. *Jurnal Administrasi Kantor*, 12(1), 13–21.
13. Indonesia Data. (2024). *Tren Gaya Hidup Sehat di Indonesia: Data Terkini dan Prediksi 2025*
14. International Health, Racquet & Sportsclub Association (IHRSA). (2021). *The 2021 Global Report on the Fitness Industry*. IHRSA.
15. International Health, Racquet & Sportsclub Association (IHRSA). (2021). “Moving Past the Pandemic: How Fitness Habits Have Changed”.

16. *Journal of Sport & Exercise Psychology*. (2019). Partner and group-based training benefits. *Journal of Sport & Exercise Psychology*, 41(2), 95–112.
17. Rangkuti, Freddy, 2011. SWOT Balanced Scorecard. Jakarta: PT Gramedia Pustaka Utama.
18. Radar Kediri. (2024). *Ledakan Tren Gym di Indonesia, Gaya Hidup Sehat Jadi Prioritas Generasi Muda*.
19. Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2020). Return on Marketing: Using Customer Equity to Focus Marketing Strategy. *Journal of Marketing*.
20. World Health Organization (WHO). (2020). *Guidelines on Physical Activity and Sedentary Behavior*. WHO Report.