

DAFTAR PUSTAKA

Buku

- Abdussamad. 2021. Metode Penelitian Kualitatif. <https://books.google.co.id/books>
- Armstrong, Gary, and Philip Kotler. 2023. *Marketing: An Introduction, 15/e, Global Edition*.
- Komalasari, Dewi. 2021. *Digital Marketing. Buku Ajar Digital Marketing*. <https://api.penerbitsalemba.com/book/books>
- Kotler, Kevin Lane Keller, Swee Hoon Ang, Chin Tiong Tan, & Siew Meng Leong. 2018.
- Kotler, Philip, and , Gary Armstrong. 2019. *Marketing an Introduction Ninth Edition. Manajemen Pemasaran*.
- Kotler, Philip, and Kevin Lane Keller. 2022. *Marketing Management*.
- Kotler, Philip, Gary Armstrong, and Sridhar Balasubramanian. 2024. *Principles of Marketing*.
- Marnisah, Zamzam. 2021. *Manajemen Analisis Jabaatan*.
- Sunyoto, D., Strategi, and Pemasaran. 2015. *Sunyoto, D.* <https://books.google.co.id/books>
- Syafrida, S. H. 2022. *Syafrida, S. H. Metodologi Penelitian*. <https://www.google.co.id/books>
- Gunawan, I., & Wahyuni, H. C. (2024). *Buku Ajar Supply Chain Management dan Aplikasinya*. UMSIDA Press.
- M. B., Huberman, A. M., & Saldaña, J. 2014. *Qualitative Data Analysis: A Methods Sourcebook (3rd Ed.)*. <https://books.google.co.id/books>

Jurnal/ Artikel

- Ana Paula Nobile Toniol, Sara Albieri. 2020. "O Fast-Fashion Como Fenômeno Econômico-Cultural: Moda e Globalização." <https://doi.org/10.34140/BJBV2N3-031>.
- Assayakurrohim, Dimas, Dewa Ikhrum, Rusdy a Sirodj, and M Win Afgani. 2023. "Penelitian Kualitatif Jurnal Pendidikan Sains Dan Komputer." *Jurnal Pendidikan Sains Dan Komputer* 3 (1): 1–9.
- Barella, Yusawinur. 2024. 15 (1): 60–66.
- Conference, Virtual, Iva Jestratiyevic, and Irina Maystorovich. 2021. "Conference, Virtual Jestratiyevic, Iva Maystorovich, Irina," 3–5.

Haoxing, Zhuhai, and Control System. Metpen kualitatif 2025

Jimi, Nusrat Abedin, Plamen V. Nikolov, Mohammad Abdul Malek, and Subal Kumbhakar. 2019. "The Effects of Access to Credit on Productivity: Separating Technological Changes from Changes in Technical Efficiency." *Journal of Productivity Analysis* 52 (1–3): 37–55.

Karan, Khurana, and Ryabchykova Kateryna. 2018. "Sustainable Business Strategies for Local Fashion Communities (Small and Medium Scale Enterprises) in Ethiopia and Ukraine." *Fashion & Textile Research Journal* 20

Marie, Das, Laure Herweyers, Ingrid Moons, and Els du Bois. 2021. "Strategic Design Opportunities to Increase Sustainable Fashion Awareness and Behaviour." *Proceedings of the Design Society* 1 (AUGUST):

Maristela, Theresia Novita, Wilhelmina Mitran, Emilianus Eo, and Kutu Goo. 2024. "Analisis Strategi Keunggulan Bersaing Usaha Penjahit Rumahan Dengan Pendekatan Analisis SWOT (Studi Kasus Pada Usaha Jahit Ibu Mersi Di Desa Habi)." *Ilmiah Pariwisata* 20:10.

Rizkawati, Irary Nur Halimah, Agung Sutrisno, and Johan S. C. Neyland. 2025. "Penentuan Strategi Bisnis Ukm Jasa Jahit Dengan Analisis Swot." *Jurnal Tekno Mesin* 10 (2): 156–62. <https://doi.org/10.35793/jtm.v10i2.59326>.

Sari, Ade Risna, Rika Lidyah, Nurhijrah, Desi Kristanti, and Yudi Agusman. 2023. "Social Marketing Project Pemasaran Produk Umkm Penjahit Rumahan Melalui Media Sosial Dan Marketplace." *Jurnal Pengabdian West Science* 2

Stefano Abbate, Piera Centobelli, Roberto Cerchione. 2023. "An Exploratory Analysis of Circular Business Models in the Italian Apparel Industry." *International Journal of Production Economics* 260 (108824).

Susandri, Susandri, Hidayat Spitri, Lusiana Lusiana, and Koko Harianto. 2020. "Apikasi Jasa Jahit Pakaian Berbasis Mobile Dengan Teknologi Location Based Services Dan Metode SMART." *INOVTEK Polbeng - Seri Informatika* 5 (1): 128.

Ulfa, Hijrah, and Stai D D I Pinrang. 2024. "Strategi Pemasaran Syariah Usaha Jahit Dalam Meningkatkan Pendapatan Masyarakat Di Dusun Kalupang Desa Massewae" 2 (9): 161–69.

Undari Sulung, 2024. "Jurnal Edu Research Indonesian Institute For Corporate Learning And Studies (IICLS) Page 25." *Jurnal Edu Research : Indonesian Institute For Corporate Learning And Studies*

Xiao-yu Ren. n.d. "Analysis on the Development of Fast Fashion- Based on the Influence of New Media." *Journal of Education, Humanities and Social Sciences*.

Yenrizal. 2022. "Yenrizal," no. 8.5.2017, 2003–5.

Z-T Ting, dan J. A. Stagner. 2021. "Fast Fashion – Wearing Out the PlanetT. Z-T. Ting (Flinders University, Australia) Dan J. A. Stagner (University of Windsor, Kanad." *Fast Fashion, Polusi, Keberlanjutan, Slow Fashion* 80 edisi

4 (956–866).

Website/Sumber Internet

Islam, Nu. n.d. “No Title.” <https://islam.nu.or.id/tafsir/tafsir-surat-al-mulk-ayat-15-penciptaan-bumi-sebagai-anugerah-allah-DQ0rW>.

“Kadin Indonesia.” 2024, 2024. <https://kadin.id/data-dan-statistik/umkm-indonesia>.

Microenterprise: Definition, Types, Example. Retrieved from. 2007.
“Investopedia,” 2007.
<https://www.investopedia.com/terms/m/microenterprise.asp>.

Umkh Kalsel,.” 2024, 2024. <https://kalimantanpost.com/2024/12/sebagian-besar-pelaku-umkm-di-kalsel-masih-level-1-dan-2-hanya-bertahan-hidup/>.