

## DAFTAR PUSTAKA

- Anderson, T. (2018). *The Future of Palestine*, Vol. 6, No. 1, p 1-22.
- Baranovich, N., & Moorthy, R. (2020). *Human Security and the Israel-Palestine Conflict: External vs. Internal Perspectives*. <http://jis.uum.edu.my>
- Barbara A. L; Annika K. L; and R. M. (2016). An Evolutionary Process Model of Cause-Related Marketing and Systematic Review of the Empirical Literature. *Psychology & Marketing*, Vol. 30, No.6, p.461–469.
- Bhalla, C., Exploring, D., & Watkins, D. (2009). *City Research Online City , University of London Institutional Repository*. Vol. 32, p. 77–94.
- BPK. (2022). Usaha Mikro, Kecil, dan Menengah. Peraturan BPK. <https://peraturan.bpk.go.id/Home/Details/39653/uu-no-20-tahun-2008>. (Diunduh pada 14 Juni 2022).
- Cooper, D and Schindler, P.S. (2008). *Business Research Method*, Edisi 12. Boston: MacGraw Hill.
- David, F. R. (2009). *Manajemen Strategis Konsep*, Edisi 12. Jakarta: Salemba Empat.
- David, F. R., David, F. R., & David, M. E. (2017). *Strategic management: concepts and cases: A competitive advantage approach*. London: Pearson Education Limited.
- Ferina, I. S; Tjandra kirana, H. R; dan Ismail, I. (2015). The Influence of Dividend Policy, Debt Policy, and Profitability on the Firm Value (Study on the Mining Company Listed on the Indonesia Stock Exchange Period 2009-2013). *Jurnal Akuntanika*, Vol.2, No.1, p. 52–66.
- Fernando, Yudi; Mat Saad, Norizan; Sabri Haron, M. (2014). *New marketing definition : a future agenda for low cost carrier airlines in Indonesia*, Vol. 13, No. 1, p. 31-40
- Gie. (2020). *Konsepdris Marketing: Pengertian, Jenis, dan Bedanya dengan Konsep Penjualan*. <https://accurate.id/marketing-manajemen/pembahasan-i>. (Diunduh pada 4 Juni 2022)
- Gruber, V., & Kaliauer, M. (2017). *Improving the Effectiveness and Credibility Of Corporate Social Responsibility Messaging An Austrian Model Identifies Influential CSR Content and Communication Channels*. *December*, Vol. 10, No. 015, p. 397–409.

- Haryanti, H. (2021). Analisis Terhadap Faktor-Faktor Yang Mempengaruhi Kinerja Umkm Fashion Di Jakarta, Indonesia. *Jurnal Ekonomi Dan Pendidikan*, Vol. 18, No. 1, p. 25–33.
- Haque, M. G; Munawaroh, D; dan Sunarsi. (2020). Analysis of SMEs Culinary Marketing Strategy During Covid 19 Pancemic: A Study at “Sate Bebek Cilegon” Resto in Cilegon, Banten. *International Journal of Education, Information Technology, and Others*, Vol. 3, No. 2, p. 447-451.
- Haque, M. G; Munawarman, M; Sunarsih, D; Bahsudin, A. (2021). Competitive Advantage in Cost Leadership and Differentiation of SMEs “Bakoel Zee” Marketing Strategy in BSD. *PINISI Discretion Review*, Vol. 4, No. 2, p. 277-284.
- IEG (2008). *Financing micro, small, and medium Enterprises: An Independent Evaluation of IFC’s experience with financial intermediaries in frontier Countries*. Independent Evaluation Group, the International Finance Corporation, World Bank Group.
- Idris, M. (2021). Apa itu UMKM: Pengertian, Kriteria, dan Contohnya. Kompas.com. <https://money.kompas.com/read/2021/03/26/153202726/apaitu-umkm-pengertian-kriteria-dan-contohnya?page=all>. (Diunduh pada 14 Juni 2022)
- Jakovljević, B. (1987). The right to humanitarian assistance—Legal aspects—. *International Review of the Red Cross*, Vol. 27, No. 260, p. 469–484.
- KEMENKOPUKM. (2022). Apa Saja Jenis UMKM di Indonesia dan Bagaimana Perkembangannya?. <https://smesta.kemenkopukm.go.id/apa-saja-jenis-umkm-di-indonesia-dan-bagaimana-perkembangannya/>. (Diunduh pada 28 Juni 2022).
- Kotler, P., dan Armstrong, G. (2013). *Principles of Marketing*, 16th Global Edition. London: Pearson Education Limited
- Kotler, P; Kartajaya, H; and Setiawan, I. (2011). *Marketing 3.0: From Products to Customers to the Human Spirit*. Singapore; Springer.
- Likert, R., dan Likert, J. G. (1976). *New ways of managing conflict*. New York: McGraw-Hill
- Mainardes, E. W., Ferreira, J., & Raposo, M. L. (2014). Strategy and strategic management concept : Are they recognised by management students ?, Vol. 1, No. 17, p. 43-61

- Mora, E., Vila-Lopez, N., and Küster-Boluda, I. (2021). Segmenting the audience of a cause-related marketing viral campaign. *International Journal of Information Management*, Vol. 59. No.10, p. 1-10
- Parluhutan, H. V., dan Setiawan, A. H. (2020). Pengaruh Modal, Pengalaman Usaha, Strategi Promosi dan Pendidikan Terhadap Keuntungan Pelaku UMKM Fashion pad Marketplace Online di Kota Semarang. *Diponegoro Journal of Economics*, Vol. 9, No. 3, p. 38–49. <http://ejournal-s1.undip.ac.id/index.php/jme>
- Prof. Dr. Thoby Mutis. (2008). Jurnal Hukum Humaniter. *Pusat Studi Hukum Humaniter Dan HAM (TerAs) Fakultas Hukum Universitas Trisakti Jakarta*, Vol. 4, No. 6, p. 1–25.
- Rangkuti, F. (2006). Analisis SWOT Teknik Membedah Kasus Bisnis. Jakarta: Gramedia Pustaka Utama.
- Sari, C. D., Wardhana, A., Arfah, Darwin, M., Sulaiman, E., Rahmawan, G., Ridwan, M., Hastutik, S., Poltak, H., & Sangadji, S. (2021). *Manajemen Pemasaran*. Bandung: Media Sains Indonesia.
- Sugiyono. (2017). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Thomas, S., Kureshi, S., & Vatavwala, S. (2019). Cause-Related Marketing Research ( 1988 – 2016 ): An Academic Review and Classification. *Journal of Nonprofit & Public Sector Marketing*, Vol. 10, No. 10, p.1–29.
- V2Consultant. (2021). Kriteria UMKM. <https://www.v2consultant.com/en/newsdetail/4-kategori-umkm-di-indonesia-usaha-anda-termasuk-yang-mana-221>. (Diunduh pada 14 Juni 2022).
- Wei, S., Ang, T., & Liou, R. S. (2020). Does the global vs. local scope matter? Contingencies of cause-related marketing in a developed market. *Journal of Business Research*, Vol. 108, No. 148, p. 201–212.