

DAFTAR PUSTAKA

- [1] [Online]. Available: <https://inet.detik.com/cyberlife/d-4907674/riset-ada-1752-juta-pengguna-internet-di-indonesia>. [Accessed 18 8 2020].
- [2] [Online]. Available: <https://www.goodnewsfromindonesia.id/2020/08/26/menelisik-tren-peningkatan-pengguna-internet-di-indonesia#:~:text=Indonesia%20berada%20di%20peringkat%20tiga,kalah%20dari%20Cina%20dan%20India..> [Accessed 18 8 2020].
- [3] [Online]. Available: [https://teknoia.com/data-internet-di-indonesia-dan-perilakunya-\[880c7bc7cd19](https://teknoia.com/data-internet-di-indonesia-dan-perilakunya-[880c7bc7cd19). [Accessed 18 8 2020].
- [4] L. Kiwe, *Jatuh-Bangun Bos-Bos Startup*. Yogyakarta: Checklist., Yogyakarta: Checklist, 2018.
- [5] J. Sutherland, *Meningkatkan Produktivitas Dua Kali dalam Waktu Setengahnya Saja*, Yogyakarta: Bentang Pustaka, 2017.
- [6] D. B.-L. Zhou Feng, *Trends In Augmented Reality Tracking, Interaction And Display. A Review Of Ten Years Of ISMAR*, 2008.
- [7] R. T. Azuma, *A Survey of Augmented Reality. Presence: Teleoperators and Virtual Environments* 6, 1997.
- [8] P. K. F. Milgram, *Augmented Reality: A class of displays on the reality-virtuality continuum, Japan: ATR Communication Systems Research Laboratories*, 1994.
- [9] B. P. J. D. Chen H, "IN search of illumination invariants; *Proceeding of the IEEE Conference on Computer Vision and Pattern Recognition*," USA, 2000, pp. 254-261.
- [10] J. Wong, *Internet Marketing for Beginners*, Jakarta: Elex Media Komputindo, 2010.
- [11] P. Anoraga, "Manajemen Bisnis," Jakarta, PT. Rineka Cipta, 2000, p. 220.
- [12] Situmorang, "Metrik Pemasaran Sebagai Alat Untuk Mengukur Kinerja Pemasaran Perusahaan," Parahyangan, Universitas Katolik Parahyangan, 2011, p. 170.
- [13] P. Kotler, "Manajemen Pemasaran," Jakarta, PT. Indeks, 2005, p. 4.
- [14] B. Alma, "Manajemen Pemasaran dan Pemasaran Jasa," Bandung, Alfabeta, 2016, p. 140.
- [15] F. Rangkuti, "Riset Pemasaran," Jakarta, PT. Gramedia Pustaka Utama, 2002, p. 222.
- [16] D. Durianto, "Strategi Menaklukkan Pasar," Jakarta, PT. Gramedia Pustaka Utama, 2004, p. 69.
- [17] Buchari, "Manajemen Pemasaran," Bandung, p. 55.
- [18] F. Tjiptono, "Strategi Pemasaran," Yogyakarta, Andi, 1997, p. 151.

- [19] W. J. Stanton, "Prinsip Pemasaran," Jakarta, Erlangga, 1996, p. 84.
- [20] H. Simamora, "Manajemen Sumber Daya Manusia," Yogyakarta, STIE, 1997, p. 285.
- [21] I. A. Indonesia, Standar Akuntansi Keuangan Entitas Tanpa Akuntabilitas Publik, Jakarta: Ikatan Akuntansi Indonesia, 2016.
- [22] P. Indonesia, "Perseroan Terbatas," Jakarta, Sekretariat Negara, 2008, pp. Undang-Undang No. 40 Tahun 2008.
- [23] Lokadata, "Jumlah Penduduk Indonesia Tahun 2019," 2019. [Online]. Available: <https://lokadata.beritagar.id/chart/preview/jumlah-mahasiswa-di-indonesia-2014-2019-1592350059>. [Accessed 12 11 2020].
- [24] Pddikti, "Statistik Pendidikan Tinggi Tahun 2018," 2018. [Online]. Available: <https://pddikti.kemdikbud.go.id/asset/data/publikasi/Statistik%20Pendidikan%20Tinggi%20Indonesia%202018.pdf>. [Accessed 12 11 2020].
- [25] Databooks, "Jumlah Pekerja Informal Lebih Banyak Dariapda Pekerja Formal," 2018. [Online]. Available: <https://lokadata.beritagar.id/chart/preview/jumlah-mahasiswa-di-indonesia-2014-2019-1592350059>. [Accessed 12 11 2020].
- [26] B. P. S. S. Utara, "Jumlah Angkatan Kerja," [Online]. Available: <https://sumut.bps.go.id/pressrelease/2020/05/05/727/februari-2020--tingkat-pengangguran-terbuka--tpt--sebesar-4-73-persen.html#:~:text=Dilihat%20dari%20tingkat%20pendidikan%2C%20TPT,yaitu%20sebesar%207%2C51%20persen.&text=Penduduk%20bekerja%20di%20Sumater>. [Accessed 12 11 2020].
- [27] B. P. Statistik, "Rumah Tangga dan Rata-Rata Banyaknya Anggota Rumah Tangga Menurut Provinsi," 2018. [Online]. Available: https://www.bps.go.id/indikator/indikator/view_data_pub/0000/api_pub/52/da_03/2. [Accessed 12 11 2020].
- [28] B. P. Statistik, "Statistik Hotel dan Akomodasi Lainnya," 2019. [Online]. Available: <https://www.bps.go.id/publication/download.html?nrbvfeve=NDIwNjQ0OGJkMTg1YmY4ODNiNzNkNDE0&xzmn=aHR0cHM6Ly93d3cuYnBzLmdvLmlkL3B1YmxpY2F0aW9uLzIwMjAvMDcvMDMvNDIwNjQ0OGJkMTg1YmY4ODNiNzNkNE0L3N0YXRpc3Rpay1ob3Rlbc1kYW4tYWtvbW9kYXNpLWxhaW5ueWEtZGktaW5kb25>. [Accessed 12 11 2020].
- [29] Databooks, "Jumlah Rumah Sakit Menurut Provinsi," 2019. [Online]. Available: <https://www.bps.go.id/publication/download.html?nrbvfeve=NDIwNjQ0OGJkMTg1YmY4ODNiNzNkNDE0&xzmn=aHR0cHM6Ly93d3cuYnBzLmdvLmlkL3B1YmxpY2F0aW9uLzIwMjAvMDcvMDMvNDIwNjQ0OGJkMTg1YmY4ODNiNzNkNDE0L3N0YXRpc3>

Rpay1ob3RlbC1kYW4tYWtvbW9kYXNpLWxhaW5ueWEtZGktaW5kb25l.

[Accessed 12 11 2020].

- [30] Glints, "Apa Perbedaan *Front End* dan *Back End*," [Online]. Available: https://glints.com/id/lowongan/perbedaan-front-end-dan-back-end/#.X7_mzWgzblU. [Accessed 12 11 2020].

- [31] Malasngoding, "Pengenalan *Ionic Framework*," [Online]. Available: <https://www.malasngoding.com/pengenalan-ionic-framework/>. [Accessed 12 11 2020].

- [32] Greskit, "*Apache Cordova, Ionic VS Code Igniter*," [Online]. Available: [http://greskit.com/2019/03/09/apache-cordova-ionic-vs-code-igniter/#:~:text=Keunggulan%20dari%20cordova%20telah%20mendukung,berukuran%20kecil%20seperti%20flappy%20bird](http://greskit.com/2019/03/09/apache-cordova-ionic-vs-code-igniter/#:~:text=Keunggulan%20dari%20cordova%20telah%20mendukung,berukuran%20kecil%20seperti%20flappy%20bird.). [Accessed 18 11 2020].

- [33] Herza, "*Dedicated Server Indonesia % Singapore*," [Online]. Available: https://www.herza.id/dedicated-server-indonesia/?utm_source=google&utm_medium=ppc&utm_campaign=DSResponsive&gclid=CjwKCAiAzNj9BRBDEiwAPsL0d378Xi7pIHsDTurhJFeRcWjHjn5ZEFci6bOyW7MegjjAd9tb2SvykRoChH8QAvD_BwE. [Accessed 18 11 2020].

- [34] M. S. Hasibuan, *Organisasi dan Motivasi, Dasar Peningkatan Produktivitas*, Jakarta: Bumi Aksara, 2014.

- [35] Vaijayanthi, *Management Principle*, 2015.

UNIVERSITAS
MIKROSKIL