

## 11. References

- About Us*. (n.d.). Retrieved June 15, 2017, from Cipta Sarina Vidi: <http://ciptasarinavidi.com/about-us/>
- Armando, A. (2011). *Televisi Jakarta Di Atas Indonesia*. Yogyakarta: Bentang.
- Atma Jaya University. (2011). Retrieved from <http://e-journal.uajy.ac.id/2385/3/2KOM03257.pdf>
- Bouten, B. a. (2012, July 10). How to Draw Up a Plan of Approach for the Final Assignment?
- BPS. (2017). *Population Projection by Age Group and Sex in D.I. Yogyakarta (x1000)*. Retrieved from BPS: <https://yogyakarta.bps.go.id/linkTabelStatis/view/id/3>
- Bradley, J. (n.d.). *The Importance of Promotional & Marketing Strategies*. Retrieved June 6, 2017, from Chron: <http://smallbusiness.chron.com/importance-promotional-marketing-strategies-57205.html>
- Bridestory. (2017, January 19). *2017 INDONESIA WEDDING TRENDS REPORT BY BRIDESTORY*. Retrieved from Bridestory: <https://www.bridestory.com/blog/2017-indonesia-wedding-trends-report-by-bridestory>
- Cipta Sarina Vidi. (n.d.). *About Us*. Retrieved June 15, 2017, from Vidi Catering: <http://vidicateringjogja.com/about-3/>
- Comma Advertising. (2017). *Pasang Iklan Baris Tribun Jogja*. Retrieved July 6, 2017, from Biro Iklan Koran: <http://www.jasaiklankoran.com/2017/01/pasang-iklan-baris-tribun-jogja.html>
- Economic and Finance Advisory Team. (2017, May). *Kajian Ekonomi dan Keuangan Regional Daerah Istimewa Yogyakarta*. Yogyakarta: Bank Indonesia.
- Frankort, L. (2014, November 14). *The Traditional Breakdown of Whose Family Pays for What*. Retrieved from Brides: <http://www.brides.com/story/what-your-family-pays-for-wedding-planning>
- Frue, K. (2017, May 2). *What is Macro Environment Analysis?* Retrieved June 2017, 21, from PESTLE analysis: <http://pestleanalysis.com/what-is-macro-environment-analysis/>
- Global Indonesian Voices. (2013, November 22). *Differences Between Indonesian and Western Wedding*. Retrieved June 5, 2017, from Global Indonesian Voices: <http://www.globalindonesianvoices.com/10565/differences-between-indonesian-and-western-weddings/>
- Griffiths, A. (2016, February 2). *Never Underestimate the Power of a Great Testimonial*. Retrieved July 7, 2017, from INC: <https://www.inc.com/andrew-griffiths/never-underestimate-the-power-of-a-great-testimonial.html>

- Hadikesuma, B. (2017, July 3). *Catering Business Case*. (B. A. Kusuma, Interviewer)
- Hafiz, M. P. (2015, July 3). *Lebih Cinta TV Lokal, Warga Jogja Alergi Langganan TV Berbayar*. Retrieved July 6, 2017, from Marketeers: [http://marketeers.com/lebih-cinta-tv-lokal-warga-jogja-alergi-langganan-tv-berbayar/partial?\\_=1467072000000](http://marketeers.com/lebih-cinta-tv-lokal-warga-jogja-alergi-langganan-tv-berbayar/partial?_=1467072000000)
- Harpaz, B. (2016, December 10). *Wedding Trends, Campgrounds, Bubbles and Food Trucks*. Retrieved from Press Reader: <https://www.pressreader.com/indonesia/the-jakarta-post/20161210/282016146957168>
- Isparmo. (2016, November 21). *Data Statistik Pengguna Internet Indonesia Tahun 2016*. Retrieved from Internet Marketing: <http://isparmo.web.id/2016/11/21/data-statistik-pengguna-internet-indonesia-2016/>
- Jeff, H. (2015, April 9). *How to Write a Great Business Plan: Competitive Analysis*. Retrieved from INC: <https://www.inc.com/jeff-haden/how-to-write-a-great-business-plan-competitive-analysis.html>
- Krisniantara. (2017, June 2). (B. Hadikesuma, Interviewer)
- Maheswari. (2017). *Tentang Kami*. Retrieved from Maheswari: <http://maheswaricatering.com/tentang-kami/>
- Menu Catering Salsa*. (n.d.). Retrieved June 15, 2017, from Catering Salsa: <http://www.salsacatering.com/menu-catering-salsa/>
- Oman, J. (2015, February 12). *Understanding Your Competition*. Retrieved May 15, 2017, from Small Business BC: <http://smallbusinessbc.ca/article/understanding-your-competition/>
- Purwata, H. (2017, March 9). *Pertumbuhan Ekonomi DIY 2017 Diprediksikan Meningkat*. Retrieved from Bisnis: <http://www.jognews.com/bisnis/383-pertumbuhan-ekonomi-diy-2017-diprediksikan-meningkat>
- Republika. (2017, March 6). *USIA PERNIKAHAN IDEAL 21-25 TAHUN*. Retrieved from BKKBN: <https://www.bkkbn.go.id/detailpost/bkkbn-usia-pernikahan-ideal-21-25-tahun>
- Sejarah Salsa Catering*. (n.d.). Retrieved June 15, 2017, from Salsa Catering: <http://www.salsacatering.com/tentang-kami/>
- Supriyadi, C. (2013, May 24). *Bagaimana Memulai Bisnis Katering Rumahan*. Retrieved June 6, 2017, from Marketing: <http://www.marketing.co.id/bagaimana-memulai-bisnis-katering-rumahan/>
- Tambini, J. (2017, June 25). *What does Eid Mubarak mean? When is Eid al-Fitr 2017?* Retrieved July 3, 2017, from Express: <http://www.express.co.uk/news/world/819753/eid-al-fitr-2017-eid-mubarak-meaning-ramadan-end-date>
- Vidicateringjogja. (2017, March 11). *Instagram*. Retrieved July 29, 2017, from <https://www.instagram.com/p/BRe-8rYAgcq/?taken-by=vidicateringjogja>