

JADWAL PENELITIAN

ANALISIS KELANGSUNGAN USAHA BISNIS MAKE UP ARTIST PASCA PANDEMI COVID-19

No.	Kegiatan Penelitian	2023																2024			
		SEP				OKT				NOV				DES				JAN			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Revisi Proposal																				
2	Acc Proposal																				
3	Revisi Bab 1, 2, 3, & 4																				
4	Revisi Bab 1, 2, 3, 4 & 5																				
5	Revisi																				
6	Revisi																				
7	Acc Skripsi & Revisi Abstrak																				
8	Acc Abstrak																				
9																					
10																					
11																					

DAFTAR PUSTAKA

- Al-Shaikha, M. E. & Hanaysha, J. R.(2023). A conceptual review on entrepreneurial marketing and business sustainability in small and medium enterprises. *World Development Sustainability*,2,100039.
- Amelia, D. (2022). Strategi Pemulihan Bisnis Micro Pasca Pandemi Covid-19. *Jurnal Fokal Penelitian Manajemen Dan Sekretari*, 1(1), 1–16.
- Amoah, J., Bruce, E., Shurong, Z., Egala, S. B., & Kwarteng, K. (2023). Social media adoption in SMEs sustainability: evidence from an emerging economy. *Cogent Business & Management*, 10(1), 1-28.
- Astuti, P. B., & Mahardhika, A. S.(2020). COVID-19: How Does It Impact the Indonesian Economy?. *Jurnal Inovasi Ekonomi*, 5(2),85-92.
- Aziza, N. (2017). Metode Penelitian Metode Penelitian. *Metode Penelitian Kualitatif*, 43.
- Dennis, R.(2008). Consumption-Habit in a New Keynesian Business Cycle Model. Working Paper Series. Federal Reserve Bank of San Francisco
- Emiliani, F., Rizqiana, S., Suhandito, R., Muchibbah, N. N., Nurmahfidhoh, R., & Habib, M. A. F. (2021). Analisis Pemberdayaan UMKM pada Masa Pandemi COVID-19. *Sosebi: Jurnal Penelitian Mahasiswa Ilmu Sosial, Ekonomi, Dan Bisnis Islam*, 1(1), 83–94.
- Fajar, M. (2017). Analisis Spektral Siklus Bisnis Indonesia. Analisis Spektral Siklus Bisnis Indonesia

- Fikri, C.(2019). Profesi Makeup Artist Kerap Diminati Generasi Milenial. <https://www.beritasatu.com/gayahidup/587879/profesi-makeup-artist-kian-diminatigenerasi-milenial> (diakses tanggal 22 Desember 2023)
- Gregurec, I., Tomičić Furjan, M.; Tomičić-Pupek, K. (2021). The Impact of COVID-19 on Sustainable Business Models in SMEs. *Sustainability*, 13(3), 1098.
- Hadi, S. (2020). Pengurangan Risiko Pandemi COVID-19 Secara Partisipatif: Suatu Tinjauan Ketahanan Nasional terhadap Bencana. *Jurnal Perencanaan Pembangunan: The Indonesian Journal of Development Planning*, 4(2), 177–190.
- Handayani, N. (2007). Modal sosial dan keberlangsungan usaha. Universitas Sebelas Maret.
- Hanoatubun, S. (2020). Dampak Covid-19 terhadap Perekonomian Indonesia. *EduPsyCouns: Journal of Education, Psychology and Counseling*, 2(1), 146-153.
- Hardilawati, W. L. (2020). Strategi Bertahan UMKM di Tengah Pandemi Covid-19. *Jurnal Akuntansi Dan Ekonomika*, 10(1), 89–98.
- Haseeb, M.; Hussain, H.I.; Ślusarczyk, B.; Jermsittiparsert, K. (2019). Industry 4.0: A Solution towards Technology Challenges of Sustainable Business Performance. *Social Sciences*, 8(5), 154.
- Hastuti, N., & Djanah, S. N. (2020). Studi Tinjauan Pustaka : Penularan dan Pencegahan Penyebaran COVID-19. *An-Nadaa: Jurnal Kesehatan*

Masyarakat, 7(2), 70–76.

Iryana & Kawasati, R.(2019). Teknik Pengumpulan Data Metode Kualitatif. Sekolah Tinggi Agama Islam Negeri (STAIN).

Kalogiannidis, S. (2020). Covid Impact on Small Business. *International Journal of Social Science and Economics Invention*, 6(12), 387-391

Khan, N., Fahad, S., Faisal, S., & Naushad, M. (2020). *Quarantine Role in the Control of Corona Virus in the World and Its Impact on the World Economy*.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing 17th Edition Global Editions*.

Kotler, P., & Keller, L., K. (2016). *Marketing Management 15th Edition Global Editions*.

Kumala, R., & Junaidi, A. (2020). Strategi Bisnis dan Pemanfaatan Kebijakan Pajak di Masa Pandemi COVID-19 dan Era New Normal (Studi Kasus Pelaku UKM Marketplace). *Prosiding Seminar Stiami*, 7(2), 98–103.

Kustanti, H.(2008). *Tata Kecantikan Kulit untuk SMK Jilid 2*. Jakarta: Direktorat Pembinaan Sekolah Menengah Kejuruan.

Kusuma, A. C. (2021). Analisis Keberlangsungan Usaha Pedagang (Studi Kasus Pedagang Pasar Tradisional Ngawen, Kabupaten Blora). *Jurnal Spirit Edukasia*, 1(1), 42–53.

Lee V. H., Dwivedi Y.K, Tan G. W. H., Ooi K. B., & Wong L.W. (2023). How do information technology capabilities affect business sustainability? The

roles of ambidextrous innovation and data-driven culture. *R&D Management*.

Lightlem, A. A.(2010). Entrepreneurship and small business sustainability. *Southern African Business Review*, 14(3), 131-152.

Lovelock, C. H., Vandermerwe, S., Lewis, B., & Fernie, S. (2016). *Services Marketing*. Edinburgh Business School.

Maftuchan, A. (2020). Program Tunai di Era COVID-19 : Bantuan Tunai Korona atau Jaminan Penghasilan Semesta. *PRAKARSA Policy Brief, April*(21), 1–4.

Maharani, S. H., Pebrianto A., & Rohayati. (2021). Impact of the COVID-19 Pandemic on the Performance of Small and Medium Micro Businesses In Banjarbaru City. *Jurnal INTEKNA : Informasi Teknik Dan Niaga*, 21(1), 48–53.

Mahendra, S. (2015). KETERKAITAN MODAL SOSIAL DENGAN STRATEGI KELANGSUNGAN USAHA PEDAGANG SEKTOR INFORMAL DI KAWASAN WADUK MULUR: Studi Kasus Pada Pedagang Sektor Informal Di Kawasan Waduk Mulur Kelurahan Mulur Kecamatan Bendosari Kabupaten Sukoharjo. *Jurnal Analisa Sosiologi*, 4(2), 10–30

Mankiw, N., G.(2009). *Macroeconomics 7th Edition*. New York: Worth Publishers.

Moleong, L. J. (2005). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.

Mufiidaanaiilaa, A.S. (2023). *5 Alasan Perempuan Terlihat Menarik saat Percaya Diri*. [Online]. Diakses 18 Desember 2023 dari

<https://www.fimela.com/lifestyle/read/5267011/5-alasan-perempuan-terlihat-menarik-saat-percaya-diri>

Murtiyani, S., & Sasono, H. (2022). Empowemernt of MSMEs Based on Cash Waqf in the Area of the COVID-19 Pandemic. *Mukaddimah: Jurnal Studi Islam Kopertais Wilayah III D.I Yogyakarta*, 7(2), 2022.

Muthi'ah, W., Octavianti,R., & Nurwahyuni, M., S.(2017). Tinjauan Desain Beauty Case di Kalangan Makeup Artist Jakarta. *Jurnal Desain dan Seni Seni Narada*, 4(3), 335-344.

OECD (2020). Coronavirus (COVID-19): SME Policy Responses.

Oktamade, D., Andrizal, G. F., Dinata, H. S., Yusuf, M., & Sari, D. P. P. (2021). Analisis Strategi Dan Pengembangan Usaha Pada Saat Pandemi (Studi Kasus : UMKM Feandra Cake). *Jurnal Pendidikan Tambusari*, 5(2), 3756–3763.

Oktaviani, N. H (2015). Trend Make Up di Kalangan Mahasiswi Surabaya. Surabaya: Universitas Negeri Surabaya.

Olajide, S. E., MohdLizam, & Olajide, E. B. (2016). Understanding The Conceptual Definitions of Cost, Price, Worth and Value. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, 21(9), 53-57.

Pakpahan, A. K. (2020). COVID-19 dan Implikasi Bagi Usaha Mikro, Kecil, dan Menengah. *Jurnal Ilmiah Hubungan Internasional*, 59–64.

Rakshit, S., Islam, N., Mondal, S., & Paul, T. (2021). Mobile apps for SME business sustainability during COVID-19 and onwards. *Journal of Business Research*, 135, 28–39

- Ridhwan, M.,M., Rezki, J. F., Suryahadi, A., & Ramayandi, A.(2021). The Impact Of Covid-19 Lockdowns On Household Income, Consumption, And Expectation: Evidence From High.Working Papers WP/07/2021.Bank Indonesia.
- Rosmadi, M. L. N. (2021). Penerapan Strategi B isnis di Masa Pandemi Covid-19. *Jurnal IKRA-ITH Ekonomika*, 4(1), 122–127.
- Sa'adah, L., & Umam, K. (2021). Dampak COVID-19 terhadap Pendapatan Pedagang (Studi Kasus di Pasar Peterongan Jombang). *Economicus*, 15(1), 13–23.
- Setiawan, A. R. (2020). Lembar Kegiatan Literasi Saintifik untuk Pembelajaran Jarak Jauh Topik Penyakit Coronavirus 2019 (COVID-19). *Edukatif: Jurnal Ilmu Pendidikan*, 2(1), 28–37.
- Setiono, B. A. (2020). Strategi Bertahan Bagi UMKM Hadapi Krisis Akibat Covid-19. DOAP Universitas Hang Tuah.
- Suryani, E. (2021). Analisis Dampak COVID-19 Terhadap UMKM (Studi Kasus : Home Industri Klepon di Kota Baru Driyorejo). *JIP : Jurnal Inovasi Penelitian*, 1(8), 1591–1596.
- Susantyo, B., Nainggolan, T., Rahman, A., Erwinsyah, R. G., Irmayani, N. R., Habibullah, H., & Arifin, J (2020). Bantuan Sosial Tunai Kementerian Sosial Bagi Keluarga Terdampak Covid-19. Pusat Penelitian dan pengembangan Kesejahteraan Sosial.
- Susilawati, Falefi, R., & Purwoko, A. (2020). Impact of COVID- 19's Pandemic on the Economy of Indonesia. *Budapest International Research and Critics*

Institute-Journal, 3(2), 1147–1156.

Tambunan, T. (2017). *Usaha Mikro Kecil dan Menengah*. Bogor: Ghalia Indonesia.

Tritanti, A. (2009). Creative Talent Bidang Kecantikan dalam Perkembangan Industri Kreatif. *Prosiding Seminar Nasional Program Studi Teknik Busana*, 4(1), 40–45.

Waluyo, D. (2023). *Fenomena Cantik Industri Kosmetik*. [Online]. Diakses 19 Desember 2023 dari <https://indonesia.go.id/kategori/editorial/7804/fenomena-cantik-industri-kosmetik?lang=1>

Wibawa, P. A. C. C. G., & Putri, N. K. C. A. (2021). Kebijakan Pemerintah dalam Menangani COVID-19. *Ganesha Civic Education Journal*, 3(1), 10–18.

Wibowo, D. (2021). Analysis of Financial Business Sustainability Study on Conventional Banks, Islamic Banks and Coop. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(2), 1953-1964.

Widiyanti, W. (2015). Analisis Peranan Jejaring Sebagai Media Promosi dalam Meningkatkan Volume Penjualan Produk UMKM. *Widya Cipta*, VII(1), 38–48.

World Health Organization. (2023). *Pertanyaan dan Jawaban terkait Coronavirus*. [Online]. Diakses 18 Desember 2023 dari <https://www.who.int/indonesia/news/novel-coronavirus/qa/qa-for-public>