

DAFTAR PUSTAKA

- Adhikari, B., & Sharma, K. (2022). Rural infrastructure and agricultural mechanization access in developing economies. *Journal of Rural Development*, 14(2), 88-102.
- Aprianti, K., Mardian, I., Sendarina, S., Afni, N., Rahma, S., Juary, P. S., Prasetya, A. B., Inzaghi, M. D., & Bayu, A. P. (2024). Analisis SWOT untuk meningkatkan daya saing pada UMKM “Tarekli” Salama Kelurahan Na’e Kota Bima. *Journal of Management and Social Sciences*, 3(4), 82–89.
- Brown, J. (2023). Automated steering systems in modern farming: Accuracy and adoption rates. *Precision Farming Review*, 8(1), 45-59.
- Cahyuni, N., Saiful., & Utomo, D. (2021). Analisis SWOT peningkatan daya saing pada UKM keripik nangka di Kabupaten Malang. *Teknologi Pangan: Media Informasi dan Komunikasi Ilmiah Teknologi Pertanian*, 12(1), 61–69.
- Chen, L., & Li, W. (2021). Economic analysis of heavy machinery investment in smallholder farming. *International Journal of Agricultural Economics*, 12(4), 112-128.
- Citra, Y., Suci, R. G., Hasibuan, S. A., & Sollahudin. (2025). Strategi manajemen pemasaran UMKM dengan analisis SWOT guna meningkatkan daya saing pada Toko Sinar Utama di Pekanbaru. *Jurnal Visi Manajemen*, 11(1), 224–234.
- Creswell, J. W., & Poth, C. N. (2022). *Qualitative inquiry and research design: Choosing among five approaches* (5th ed.). Sage Publications.
- David, F. R., & David, F. R. (2025). *Strategic management: A competitive advantage approach, concepts and cases* (18th ed.). Pearson.
- Dita, P., Safitri, S., & Noviyanti, I. (2024). Analisis SWOT menjadi sebuah alat strategis untuk meningkatkan daya saing organisasi: Studi UMKM Rumah Makan Pondok Rumbio. *Jurnal Ekonomi dan Manajemen (JEKMA)*, 3(2), 1–10.
- FAO. (2023). *The state of food and agriculture: Mechanization and food systems*. Food and Agriculture Organization of the United Nations.
- Global Ag. (2025). Future trends in agricultural machinery and global growth trajectories. *Global Agricultural Outlook*, 20(1), 15-30.
- Green, T. (2021). Sustainable practices in modern tractor operations and environmental impact. *Journal of Environmental Agriculture*, 9(3), 200-215.
- IPCC. (2023). *Climate change and agricultural resilience: Technology adaptation strategies*. Intergovernmental Panel on Climate Change.
- Jauhari, J., & Wibowo, I. (2025). Pengaruh strategi pemasaran dan kualitas layanan terhadap kinerja pemasaran dengan tenaga pemasaran sebagai variabel intervening. *Jurnal Sosial Teknologi*.

Johnson, M. (2023). Maintenance cost management for long-term agricultural machinery sustainability. *Journal of Farm Management*, 16(2), 77-90.

Kementerian Pertanian. (2023). Laporan tahunan program mekanisasi pertanian 2023. Kementerian Pertanian Republik Indonesia.

Kotler, P., & Keller, K. L. (2022). *Marketing management* (16th ed.). Pearson.

Kumar, S., Singh, P., & Gupta, R. (2024). Precision agriculture technologies and fuel efficiency in modern tractors. *International Journal of Agricultural Engineering*, 10(3), 201-215.

Kurniawan, D. (2024). Digitalisasi pemasaran petani milenial. *Jurnal Teknologi Pertanian*, 15(1), 40–55.

Kusuma, E. D., & Ramdani, D. (2023). Analisis SWOT sebagai strategi meningkatkan daya saing UMKM Hoki Souvenir. *Cuan: Jurnal Kewirausahaan dan Manajemen Bisnis*, 1(1), 12–20.

Lestari, D. (2021). Kebijakan subsidi alat mesin pertanian di Indonesia: Tantangan dan peluang. *Jurnal Kebijakan Pertanian*, 9(4), 300-315.

Miles, M. B., Huberman, A. M., & Saldaña, J. (2020). *Qualitative data analysis: A methods sourcebook* (4th ed.). Sage Publications.

Nugroho, A. (2022). Return on investment analysis for small-scale farmers purchasing heavy machinery. *Journal of Rural Finance*, 11(1), 33-48.

O'Connor, P. (2024). Strategic necessity of mechanization in competitive agribusiness markets. *Journal of Agribusiness Strategy*, 19(2), 150-165.

Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (2021). Revisiting SERVQUAL: A 21st-century perspective. *Journal of Services Marketing*, 35(1), 1–15.

Patton, M. Q. (2023). *Qualitative research & evaluation methods* (5th ed.). Sage Publications.

Porter, M. E. (1990). *The competitive advantage of nations*. Free Press.

Prasetyo, H. (2023). Infrastructure barriers to agricultural machinery distribution in remote areas. *Journal of Infrastructure Development*, 7(3), 110-125.

Rahman, F. (2021). Hambatan harga petani kecil. *Jurnal Ekonomi dan Bisnis*, 20(1), 30–45.

Rahmawati, S. (2024). Financial planning as a critical factor in successful mechanization implementation. *Journal of Agricultural Finance*, 13(1), 22-35.

Rangkuti, F. (2020). *Analisis SWOT: Teknik membedah kasus bisnis*. Gramedia Pustaka Utama.

Santoso, A., Budi, R., & Hartono, D. (2022). Efisiensi mekanisasi pertanian dan dampaknya terhadap produktivitas. *Jurnal Agroteknologi*, 15(2), 112-125.

Sari, D. (2021). Bukti fisik kepercayaan konsumen. *Jurnal Teknologi Pertanian*, 13(1), 25–40.

Smith, J., Doe, A., & White, R. (2022). Global trends in land productivity and labor efficiency through mechanization. *World Agricultural Review*, 5(4), 200-215.

Sugiyono. (2020). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.

Susanto, E., & Wijaya, S. (2022). Persaingan ketat di sektor agribisnis: Tantangan dan peluang bagi UMKM. *Jurnal Agribisnis Indonesia*, 14(1), 30–45.

TechTrend. (2024). Versatile machinery design for diverse crop types in future agriculture. *Agricultural Technology Journal*, 12(2), 55-70.

Wijaya, K., & Pratama, I. (2023). Analisis kelayakan ekonomi layanan traktor bersama bagi petani kecil. *Jurnal Ekonomi Pertanian*, 18(1), 45-58.

World Bank. (2023). *Food security and agricultural efficiency in developing nations*. World Bank Group.

Wowor, J., Palit, W. M. W., Erwin, A. H., & Mulawarman, W. G. (2022). Analisis SWOT sebagai strategi dalam peningkatan daya saing lembaga PAUD di TK Permata Kasih Balikpapan. *Jurnal Pendidikan Anak Usia Dini*, 4(1), 22-30.

Yin, R. K. (2021). *Case study research and applications: Design and methods* (7th ed.). Sage Publications.

Zhang, Y., Liu, X., & Wang, H. (2022). Integration of advanced technologies for precision agriculture applications. *Journal of Smart Farming*, 6(1), 10-25.