DAFTAR PUSTAKA

[1]   Nursanjaya, "Eksistensi Pendidikan Tinggi di Indonesia: Idealisme atau Bisnis?," *J. Ilmu Adm. Bisnis*, vol. 2, no. 1, pp. 21–33, 2019.

[2]   R. Wardoyo and T. Wahyuningrum, "University Website Quality Ranking Using Logarithmic Fuzzy Preference Programming," *Int. J. Electr. Comput. Eng.*, vol. 8, no. 5, pp. 3349–3358, 2018, doi: 10.11591/ijece.v8i5.pp3349-3358.

[3]   U. Kirsch, "World University Rankings: An Updated Comparative View," *Samuel Neaman Inst.*, no. January 2020, 2020.

[4]   I. F. Aguillo, "Methodology Ranking Web of Universities," *webometrics*, 2021. https://www.webometrics.info/en/Methodology.

[5]   B. T. Comer, N. Gupta, S. E. Mowry, and S. Malekzadeh, "Otolaryngology Education in the Setting of COVID-19: Current and Future Implications," *Otolaryngol. - Head Neck Surg. (United States)*, vol. 163, no. 1, pp. 70–74, 2020, doi: 10.1177/0194599820923621.

[6]   R. K. Harshan, X. Chen, and B. Shi, "Analytic Hierarchy Process (AHP) Based Model for Assessing Performance Quality of Library Websites," *Inf. Technol. J.*, vol. 16, no. 1, pp. 35–43, 2016, doi: 10.3923/itj.2017.35.43.

[7]   R. Madurai Elavarasan, S. Afridhis, R. R. Vijayaraghavan, U. Subramaniam, and M. Nurunnabi, "SWOT Analysis: A Framework for Comprehensive Evaluation of Drivers and Barriers for Renewable Energy Development in Significant Countries," *Energy Reports*, vol. 6, pp. 1838–1864, 2020, doi: 10.1016/j.egyr.2020.07.007.

[8]   C. Vlados, "On A Correlative and Evolutionary SWOT Analysis," *J. Strateg. Manag.*, vol. 12, no. 3, pp. 347–363, 2019, doi: 10.1108/JSMA-02-2019-0026.

[9]   T. Wahyuningrum, C. Kartiko, A. C. Wardhana, and T. G. Soares, "Revised Web Impact Factor Analysis of Timor Leste University Website During COVID-19 Pandemic," *Bull. Electr. Eng. Informatics*, vol. 10, no. 3, pp. 1678–1686, 2021, doi: 10.11591/eei.v10i3.3034.

[10]   A. Hidayatullah, R. Pandiya, and C. Kartiko, "Analisis Usability Website

Perguruan Tinggi dengan Kombinasi Metode Entropi dan SAW serta Kaitannya dengan Rilis Webometrics," *Centive 2018*, pp. 157–162, 2018.

[11] H. Dekiawan and H. Subagyo, "Simulasi Model Swot-Ahp Dalam Penentuan Pilihan Alternatif Strategi Pengembangan Perguruan Tinggi Vokasi D3," *Erud. J. Educ. Innov.*, vol. 5, no. 1, pp. 19–34, 2018, doi: 10.18551/erudio.5-1.3.

[12] H. Jati and D. D. Dominic, "A New Approach of Indonesian University Webometrics Ranking Using Entropy and PROMETHEE II," *Procedia Comput. Sci.*, vol. 124, pp. 444–451, 2017, doi: 10.1016/j.procs.2017.12.176.

[13] A. A. Ibnu Daqiqil Id, Yanti Andriani, Evfi Mahdiyah, "Strategi TIK untuk Meningkatkan Peringkat Webometric Universitas Riau Menggunakan Metode GAP Analysis," *Sistemasi*, vol. 10, no. 2, p. 300, 2021, doi: 10.32520/stmsi.v10i2.1213.

[14] M. Joko, U. Haris, and A. K. Fauziyyah, "Web Analysis of 4ICU and Webometrics Based on University Ranking using Web Impact Factor," *J. Adv. Inf. Syst. Technol.*, vol. 1, no. October, pp. 21–35, 2019.

[15] R. W. Saaty, "The Analytic Hierarchy Process-What It Is and How It Is Used," *Math. Model.*, vol. 9, no. 3–5, pp. 161–176, 1987, doi: 10.1016/0270-0255(87)90473-8.

[16] T.L.Saaty, *The Analytic Hierarchy Process Mcgraw Hill*, vol. 70. New York, 1980.

[17] M. Tavana, M. Soltanifar, and F. J. Santos-Arteaga, *Analytical hierarchy process: revolution and evolution*, no. December. 2021.

[18] A. Supriadi, A. Rustandi, D. H. L. Komarlina, and G. T. Ardiani, *Analytical Hierarchy Process (AHP) Teknik Penentuan Strategi Daya Saing Kerajinan Bordir*. Yogyakarta: Deepublish, 2018.

[19] P. Ricard, *SWOT Analysis : Strategy Skills*. Free Management Ebooks, 2013.

[20] T. Torres, "SWOT Analysis: A Theoretical Review," *J. Int. Soc. Res.*, vol. 10, no. 51, p. 111, 2017, doi: http://dx.doi.org/10.17719/jisr.2017.1832.

[21] A. Sarsby, *A Useful Guide to SWOT Analysis*. Nottingham: Pansophix

Online, 2012.

[22]   A. Gorener, K. Toker, and K. Uluçay, "Application of Combined SWOT and AHP: A Case Study for a Manufacturing Firm," *Procedia - Soc. Behav. Sci.*, vol. 58, pp. 1525–1534, 2017, doi: 10.1016/j.sbspro.2012.09.1139.

[23]   U. Rahardja, E. N. Dewi, and N. Lutfiani, "Peningkatan Rank Webometrics Menggunakan Metode Inbound Dan Outbound Pada Perguruan Tinggi," *Sisfotenika*, vol. 7, no. 1, pp. 1–12, 2017, doi: 10.30700/jst.v7i1.129.

[24]   A. Mukanda, S. M. Mbuguah, and F. Wabwoba, "Webometrics User Ranking Analysis Model Development and Validation," *Int. J. Comput. Organ. Trends*, vol. 12, no. 1, pp. 37–48, 2022, doi: 10.14445/22492593/IJCOT-V12I1P307.

[25]   T. Wahyuningrum, "S49 Camred- Strategi Peningkatan Visibility Dalam Upaya Peningkatan Ranking Webometric," *SENTIKA*, vol. 2015, 2015.

[26]   Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta, 2016.

[27]   A. L. M. Villota, *Usability of Websites*, no. October. Birmingham: School of Mathematics The University of Birmingham, 2013.