

**ACOMPETITIVENESS INDEX AND STRATEGIC ANALYSIS OF MICRO,  
SMALL AND MEDIUM ENTERPRISES IN FACE OF ASEAN ECONOMIC  
COMMUNITY (AEC)**

(A Case Study of Special Region of Yogyakarta)

**ANALISIS DAYA SAING DAN STRATEGI USAHA MIKRO, KECIL DAN  
MENENGAH MENGHADAPI MASYARAKAT EKONOMI ASEAN (MEA)**

(Studi kasus di Daerah Istimewa Yogyakarta)



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