



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

Buku

- Aaker, D. (1996). *Building strong brands*. USA: Simon & Schuster Inc.
- Airey, D. (2010). *Logo design love*. Berkeley, USA: Peachpit Press.
- Ambrose, T., Paine, C. (2006). *Museum basics*. USA: Routledge.
- Budelmann, K. (2010). *Brand identity essentials*. USA: Rockport Publishers.
- Landa, Robin. (2014). *Graphic design solutions, 4th edition*. Boston, USA: Wadsworth.
- Long, B. (2014). *Complete Digital Photography*. Boston, USA: Cengage Learning PTR.
- Millman, D. (2012). *Brand bible*. USA: John Wiley & Sons Inc.
- Millman, D. (2011). *Brand thinking and other noble pursuits*. New York, USA: Allworth Press.
- Morioka, A., Stone, T. (2006). *Color Design Workbook*. United States: Rockport Publishers Inc.
- Neumeier, M. (2003). *The brand gap*. USA : Peachpit Press.
- Neumeier, M. (2007). *Zag*. Berkeley, USA : Peachpit Press.
- Samara, T. (2017). *Making and breaking the grid*. USA: Rockport Publishers, Inc.
- Walton, R. (2001). *Big color*. New York, NY : HarperCollins Publishers.
- Wheeler, A. (2018). *Designing brand identity*. New York, USA: John Wiley & Sons Inc.

Jurnal

Taheri, B., Jafari, A., O'Gorman, K. (2013). *Keeping your audience: Presenting a visitor engagement scale*. *Tourism Management*. Vol. 42(hlm. 321-329).
Doi: 10.1016/j.tourman.2013.12.011

Internet

Arora, H. (2018). How Typography Determines Readability: Serif vs. Sans Serif, and How To Combine Fonts. Diunduh dari <https://medium.freecodecamp.org/how-typography-determines-readability-serif-vs-sans-serif-and-how-to-combine-fonts-629a51ad8cce>

Desjardins. J. (2015). The History of Jade: The Emperor's Stone. Diunduh dari <https://www.visualcapitalist.com/the-history-of-jade-the-emperors-stone/>

Ho, J. (2019). Blue notes: A guide to Chinese blue-and-white porcelain. Diunduh dari <https://www.christies.com/features/Shades-of-Blue-Subtle-Differences-in-Chinese-Blue-and-White-Porcelain-8954-1.aspx>

Internation Council of Museums, ICOM Definition of a Museum. Diunduh dari <http://archives.icom.museum/definition.html>

Kamibayashi, E. (2018). On View: Why Museums Need Brand Strategy. Diunduh dari <https://www.viget.com/articles/on-display-why-museums-need-brand-strategy/>

KBBI Online. (2012). Museum. Diunduh dari <https://kbbi.web.id/museum>

KBBI Online. (2012). Fotografi. Diunduh dari <https://kbbi.web.id/fotografi>

Kementerian Keuangan Badan Kebijakan Fiskal. (2015). Analisis Sektor

Pariwisata dan Dampaknya. Diunduh dari
<http://www.fiskal.kemenkeu.go.id/dw-konten-view.asp?id=20150622095654002648760>

Kementerian Pendidikan dan Kebudayaan. (2016). Statistik Kebudayaan 2016.

Diunduh dari
http://publikasi.data.kemdikbud.go.id/uploadDir/isi_5808B5CD-F78A-4A7C-A886-3DB9D1CF688B_.pdf

Lui, A. (2013). Type categories. Diunduh dari <https://typesoftype.com/type-categories>

Morones, H. (2016). *The Seven Types of Logos (And How to Use Them)*. Diunduh dari <https://99designs.com/blog/tips/types-of-logos/>

Museum Indonesia. (2009). Museum Sejarah Indonesia. Diunduh dari https://www.museumindonesia.com/museum/16/1/Museum_Sejarah_Jakarta_Jakarta

Museum Jakarta. Mengenal Sejarah Museum Sumpah Pemuda. Diunduh dari <https://www.museumjakarta.com/museum-sumpah-pemuda/>

Museum Nasional. Tentang Kami. Diunduh dari <http://www.museumnasional.or.id/tentang-kami/profil>

Photographylife. Introduction to Photography: The Universal Language.

Diunduh dari <https://photographylife.com/what-is-photography>

Shadel, M. (2014). *A Brief History of Branding*. Diunduh dari <https://www.weareconvoy.com/2014/01/a-brief-history-of-branding/>

Tate Museum. History of Tate. Diunduh dari <https://www.tate.org.uk/about-tate-museum/history-of-tate>

us/history-tate

Travel Kompas. (2012). Citra Museum Perlu Diubah. Diunduh dari
<https://travel.kompas.com/read/2012/12/16/08424357/Citra.Museum.Perlu.Diubah>

Wolff Olins. Tate Case Study. Diunduh dari
<https://www.wolffolins.com/case-studies/tate/>

Travel Kompas. (2012). Citra Museum Perlu Diubah. Diunduh dari
<https://travel.kompas.com/read/2012/12/16/08424357/Citra.Museum.Perlu.Diubah>

