



### **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

- Belch, G., & Belch, M. (2004). *Advertising and promotion: An integrated marketing communications perspective 6th*. New York: NY: McGraw-Hill.
- Bizzabo. (2018). *2019 Event Marketing Statistics, Trends and Data*. Retrieved from Bizzabo: <https://blog.bizzabo.com/event-marketing-statistics>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73, 52-68.
- Business Jargons. (2017). *Marketing Communication*. Retrieved from Business Jargons: <https://businessjargons.com/marketing-communication.html>
- Gurung, B. (2013). Marketing in Event Management. 1-40.
- Gustafson, T., & Chabot, B. (2007). Brand Awareness. *Cornell Maple Bulletin*.
- Hafiz, M. P. (2019, Januari 9). *Sembilan Tren Marketing di Indonesia yang Wajib Diketahui Marketeer*. Retrieved from Marketeers: <https://marketeers.com/sembilan-tren-marketing-di-indonesia-yang-wajib-diketahui-marketeer/>
- Hard, R. (2019, October 31). *The Most Common Types of Corporate Events* . Retrieved from the balance small business: <https://www.thebalancesmb.com/corporate-events-common-types-1223785>
- Hoyer, W. D., & Brown, S. P. (1990). Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product. *The Journal of Consumer Research*, 141-148.
- Hoyle, L. H. (2002). *Event Marketing: How To Successfully Promote Events, Festivals, Conventions, And Expositions*. New York: John Wiley & Sons, Inc.
- ICT. (2017). *Transformasi Digital Terus Menjadi Tren di Indonesia*. Retrieved from Majalah ICT: <https://www.majalahict.com/transformasi-digital-terus-menjadi-tren-di-indonesia/>

- Jackson, N. (2013). *Promoting And Marketing Events*. New York: Routledge.
- Liu, L., Zhang, J., & Keh, H. T. (2017). Event-Marketing And Advertising Expenditures The Differential Effects On Brand Value and Company Revenue . *Journal of Advertising Research*, 1-12.
- Patel, D. (2018). *10 Marketing Trends to Watch in 2019*. Retrieved from Entrepreneur Asia Pasific: <https://www.entrepreneur.com/article/324043>
- Percy, L., & Rossiter, J. R. (1992). A Model of Brand Awareness and Brand Attitude Advertising Strategy. *Psychology & Marketing*, 263-274.
- Romeltea. (2019, September 15). *Daftar 29 Media Cetak yang Gulung Tikar Tergerus Media Online*. Retrieved from romalteamedia: <https://www.romalteamedia.com/2019/09/daftar-29-media-cetak-yang-gulung-tikar.html>
- Syahrul, Y. (2016, Maret 11). *Bank Dunia: Manfaat Teknologi Digital di Indonesia Masih Timpang*. Retrieved from Kata Data: <https://katadata.co.id/berita/2016/03/11/bank-dunia-manfaat-teknologi-digital-di-indonesia-masih-timpang>
- Tinish, S. M., & Mangal, S. (2012). Sustainable Event Marketing in the MICE Industry: A Theoretical Framework. *Journal of Convention & Event Tourism*, 227-249.