



### **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**

- Ace. C. (2001). *Successful marketing communications*. Woburn, MA:  
Butterworth-Heinemann.
- Ambrose. G., & Harris, P. (2011). *Basic design 02: Layout* (2nd ed.). Switzerland:  
AVA Publishing
- Arntson, A. E. (2012). *Graphic designs basics* (6th ed.). Boston: Wadsworth  
Cengange Learning
- Bobbit, R., & Sullivan, R. (2013). *Developing the public relations campaign* (3rd  
ed.). America: Pearson.
- Creswell, J. W. (2014). *Research design:Qualitative, quantitative, and mixed  
methods approaches* (4th ed.). California: SAGE Publications Inc..
- Funk, T. (2013). *Advanced social media marketing: How to lead, launch and  
manange a successful social media program*. New York: Apress.
- Gregory, A. (2010). *Planning and managing public relations campaigns* (3<sup>rd</sup> ed.).  
London: Kogan Page Ltd.
- Hashimoto, A., & Clayton, M. (2009). *Visual design fundamentals: A digital  
approach* (3th ed.). Boston: Course Technology.
- Krause, J. (2012). *The logo brainstorm book: A comprehensive guide for  
exploring design directions*. New York: F&W Publications Inc..
- Landa, R. (2013). *Graphic design solutions* (5th ed.). Boston: Wadsworth  
Publishing Co Inc..

- Male, A. (2007). *Illustration: A theoretical and contextual perspective*. Switzerland: AVA Publishing.
- Moriarty, S., Mitchel, N., & Wells, W. (2011). *Advertising & IMC: Principles & practice*. New Jersey: Pearson.
- Petrak, J., & Hedge, B. (2001). *The trauma of sexual assault*. England: John Wiley & Sons Ltd.
- Riley, C. A. (1995). *Color codes: Modern theories of color in philosophy, painting and architecture, literature, music and psychology*. United States: University Press of New England.
- Ruslan, R. (2013). *Kiat dan strategi kampanye public relations*. Jakarta: Rajawali Pers
- Santrock, J. W. (2001). *Life span development* (13th ed.). New York: Mc Graw-Hill.
- Sheehan, M., & Xavier, R. (2011). *Public relations campaigns*. Australia: Oxford University Press.
- Shell, G. R., & Moussa, M. (2008). *The art of woo: Using strategic persuasion to sell your ideas*. United Kingdom: Penguin Books.
- Sugiyama, K., & Andree, T. (2011). *The dentsu way: Secrets of cross switch marketing from the world's most innovative advertising agency*. New York: McGraw-Hill Education.
- Tondreau, B. (2019). *Layout essentials : 100 design principles for using grids*. USA: Rockport Publishers.

Tselentis, J., Haley, A., Poulin, R., Seddon, T., Leonidas, G., Saltz, I., . . .

Altermann, T. (2012). *Typography, Referenced: A comprehensive visual guide to the language, history, and practice of typography*. USA: Rockport Publishers.

Venus, A. (2019). *Manajemen kampanye edisi revisi* (2nd ed.). Bandung: Simbiosa Rekatama Media.

Zeegan, L. (2005). *The fundamentals of illustration*. Switzerland: AVA Publishing.

## **Internet**

Furman, J. (2017). Everything you need to know about atl, btl and ttl advertising.  
Diunduh dari

<https://www.business2community.com/marketing/everything-need-know-atl-btl-ttl-advertising-01902793>

Komnnas Perempuan. (2017). 15\_bentuk kekerasan seksual. Diunduh dari  
<https://www.komnasperempuan.go.id/reads-kekerasan-seksual-booklet>

Komnas Perempuan. (2018). Catatan kekerasan terhadap perempuan tahun 2017.  
Diunduh dari

[https://www.komnasperempuan.go.id/file/pdf\\_file/2018/Publikasi/Catatan%20Tahunan%20Kekerasan%20Terhadap%20Perempuan%202018.pdf](https://www.komnasperempuan.go.id/file/pdf_file/2018/Publikasi/Catatan%20Tahunan%20Kekerasan%20Terhadap%20Perempuan%202018.pdf)

Sari, Dian Permata. (2018). Dampak psikologis korban pelecehan seksual.  
Diunduh dari <http://www.sumberpost.com/2018/04/23/dampak-psikologiskorban-pelecehan-seksual/>

Kolenda, N. (n.d.). Color psychology. Diunduh dari  
<https://www.nickkolenda.com/color-psychology/>

Resilience. (n.d.). Effects of sexual violence. Diunduh dari  
<https://www.ourresilience.org/what-you-need-to-know/effects-of-sexual-violence/>

Plata, M. (2017). The emotional aftermath of speaking out. Diunduh dari  
<https://www.psychologytoday.com/intl/blog/the-gen-y-psy/201712/the-emotional-aftermath-speaking-out>