



### **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**

- Andrews, J. C., & Shimp, T. A. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. South-Western Cengage Learning.
- Armstrong, G., & Kotler, P. (2012). *Principle of marketing 4<sup>th</sup> Edition*. New Jersey, USA : Pearson Education.
- Baron, R. B., & Sissors, J. Z. (2010). *Advertising media planning*. New York: McGraw-Hill.
- Belch, G., Belch, M., & Guolla, M. (2017). *Advertising & promotion : an integrated marketing communications perspective 6<sup>th</sup> Canadian edition*. Canada :McGraw Hill Education.
- Chandler, D. (2017). *Semiotics : the basics third edition*. New York : Routledge
- Hopkins, J. (2012). *Fashion design : the complete guide*. Switzerland : AVA Publishing SA.
- Jenn, & O'Grady, K, V. (2017). *A designer's research manual second edition*. Beverly, MA 01915, USA : Rockport Publisher.
- Landa, R. (2010). *Advertising by design*. New Jersey : John Wiley & Sons,, Inc

Landa, R. (2011). *Graphic design solution*. Boston, USA: Wadsworth.

Mahon, N. (2010). *Art direction : basic advertising*. Switzerland : AVA Academia.

Mitchell, N., Moriarty, S. E., & Wells, W. (2012). *Advertising & Imc: principles & practice*. Pearson.

Roshan, P. (2019). *High performance technical textile*. 111 River Street, Hoboken, NJ 07030, USA: John Wiley & Sons Ltd.

Samala, T. (2002). *Making and breaking the grid*. Rockport Publishers

Strizver, I. (2014). *Type rules! the designer's guide to professional typography*. Hoboken, New Jersey: Wiley.

Thomas, J, D. (2014). *The art and style of product photography*. Indianapolis, Indiana: John Wiley & Sons Ltd.

## **Jurnal**

Bekraf. (2019). *Outlook 2019. opus*. Jakarta : Bekraf.

## **Internet**

Kemp, S. (2020, February 18). *Digital 2020: Indonesia - DataReportal – Global Digital Insights*. Retrieved June 10, 2020, from  
<https://datareportal.com/reports/digital-2020-indonesia>