



### **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.

## BIBLIOGRAPHY

- Ang, T. (2008). *Fundamentals of Modern Photography*. London: Mitchell Beazley.
- Atherton, N., & Crabb, S. (2004). *An Illustrated A to Z of Digital Photography*. Switzerland: AVA Publishing.
- Cullen, K. (2007) *Layout Workbook*. Massachusetts: Rockport Publishers.
- Davis, F. (2004). *Personal Development in a Nutshell : How to Achieve Your Highest Potential*. Michigan: PageFree Publishing.
- Haslam, A. (2006). *Book Design*. London: Laurence King Publishing.
- Jones, R. (2017). *Branding : A Very Short Introduction*. Oxford: Oxford University Press.
- Landa, R. (2011). *Graphic Design Solution*. Massachusetts: Wadsworth.
- Lauer, D. A., & Pentak, S. (2008). *Design Basics*. Massachusetts: Wadsworth.
- Male, A. (2007). *Illustration: A Theoretical & Contextual Perspective*. Switzerland: AVA Publishing.
- Male, A. (2019). *A Companion to Illustration: Art and Theory*. New Jersey: Wiley.
- McNally, D., & Speak, K. (2010). *Be Your Own Brand: Achieve More of What You Want by Being More of Who You Are*. California: Berrett-Koehler Publishers.
- O'Brien, T. (2007). *The Power of Personal Branding: Creating Celebrity Status with Your Target Audience*. New Jersey: Mendham Publishing.

Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Tidwell, J. (2011). *Designing Interface*. California: O'Reilly Media Inc.

Tondreau, B. (2009). *Layout Essentials*. Massachusetts: Rockport Publishers

Wb., I. (2007). *Anatomi Buku*. Bandung: Kolbu.

Zeegen, L. (2009). *What Is Illustration?* Switzerland: RotoVision.

## **Website**

Brien, M. O. (2017, February 11). *Why Singers and Musicians Need a Personal Brand - 5 Strategies to Reach a Global Audience*. Retrieved from LinkedIn: <https://www.linkedin.com/pulse/why-singers-musicians-need-personal-brand-5-reach-global-o-brien>

Hopper, E. (2019, February 25). *Maslow's Hierarchy of Needs Explained*. Retrieved from ToughtCo: <https://www.thoughtco.com/maslows-hierarchy-of-needs-4582571>

Jones, C. (2016, May 2). *Personal Branding for Creatives*. Retrieved from Creative Market: <https://creativemarket.com/blog/personal-branding-for-creatives>