



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

- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry & Research Design* (4th ed.). California: Sage Publications, Inc.
- Fill, C., Hughes, G., & Francesco, S. De. (2013). *Advertising Strategy, Creativity and Media*. Harlow: Pearson.
- Fill, C., & Turnbull, S. (2016). *Marketing Communications: Discovery, Creation & Conversations*. Harlow: Pearson.
- Guola, M. A., Belch, G. E., & Belch, M. E. (2017). *Advertising & Promotion: An Integrated Marketing Communications Perspective* (6th ed). Canada: McGraw Hill Education.
- Katz, Helen. (2017). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying* (6th ed). New York: Routledge.
- Kelley, L. D., Jugenheimer, D. W., & Sheehan, K. B. (2015). *Advertising Media Planning: A Brand Management Approach*. New York: Routledge.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed). New Jersey: Prentice Hall.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Harlow: Pearson.
- Mahon, N. (2010). *Basic Advertising 02: Art Direction*. Switzerland: AVA Publishing SA.
- Morissan. (2010). *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta: Kencana Prenada.
- Shaw, M. (2012). *Copywriting*. London: King Publishing.
- Sissors, J. Z., & Baron, R. B. (2010). *Advertising Media Planning*. New York: McGraw Hill Education.
- Smith, P., & Zook, Z. (2016). *Marketing Communications: Offline and Online Integration, Engagement and Analytics*. London: Kogan Page.
- Sugiyono. (2018). *Metode Penelitian: Kuantitatif, Kualitatif dan R&D*. Bandung: Penerbit Alfabeta.
- Thorson, E., & Duffy, M. (2011). *Advertising Age: The Principles of Advertising and Marketing Communication at Work*. Mason: South-Western College Pub.

Wheeler, A. (2012). *Designing Brand Identity: An Essential Guide for the Whole Branding Team* (4th ed.). New Jersey: John Wiley & Sons.

Yin, R. K. (2015). *Case Study Research: Design and Methods*. California: Sage Publications, Inc.

Jurnal

Ghirvu, A. I. (2013). the Aida Model for Advergimes. *USV Annals of Economics and Public Administration*, 13(1(17)), 90–98.

LaRose, R. (2010). The Problem of Media Habits. *Communication Theory*, 20(2), 194-222. <https://doi.org/10.1111/j.1468-2885.2010.01360.x>

Sandra, H., & Haryanto, J. O. (2010). Pengaruh Iklan Heritage Terhadap Brand Awareness, Brand Trust, dan Intensi Pembelian. *Jurnal Manajemen Teori dan Terapan*, (3), 1–15.

Tasruddin, R. (2015). Strategi Promosi Periklanan Yang Efektif. *Strategi Promosi Periklanan Yang Efektif*, 2(Desember), 107–116.

Laporan Penelitian Ilmiah

Fitriyani. (2010). *Pengukuran Tingkat Kesadaran Merek (Brand Awareness) Pada PT. Tiki Jalur Nugraha Ekakurir (JNE Express) Solo (Studi Pada Mahasiswa Diploma Tiga Fakultas Ekonomi Universitas Sebelas Maret Surakarta)* (Universitas Sebelas Maret; Vol. 9). Diakses dari <https://digilib.uns.ac.id/>

Laporan

Hendriana, E. (2014). *Ekonomi Kreatif: Rencana Pembangunan Periklanan Nasional 2015-2019*. Jakarta.