

DAFTAR PUSTAKA

Buku

- Ambrose, G., & Harris, P. (2005). *Typography*. Lausanne: AVA.
- Ambrosse, G., Harris, P. (2011). *Basic design layout* (2nd ed.). Switzerland: AVA Publishing SA.
- Biagi, S. (2015). *Media/impact: An introduction to mass media* (11th ed.). USA: Cengage Learning.
- Bleicher, S. (2012). *Contemporary color: theory & use* (2nd ed.). USA: Cengage Learning.
- Carter, R., Meggs, P.B., Day, B., Maxa, S., Sanders, M. (2015). *Typographic design and communication*. Canada: John Willey & Sons.
- Creswell, J. W. (2014). *Research design* (5th ed.). Jakarta, UK: SAGE Publications.
- Cullen, K. (2012). *Design elements typography fundamentals*. USA: Rockport Publishers.
- Eiseman, L. (2017). *The complete color harmony*. USA: Rockport Publishers.
- Harkins, M. (2010). *Basics typography 02: using type*. UK: AVA Publishing SA.
- Hulley, S. B., Cummings, S.R., Browner, W.S., Grady, D.G., Newman, T.B. (2013). *Designing clinical research* (4th ed.). Philadelphia, USA: Lippincott Williams & Willkins.

- Hurlock, E. B. (2008). *Psikologi perkembangan anak* (5th ed.). Jakarta: Gunung Mulia.
- Keller, K. L. (2013). *Strategic brand management*. UK: Pearson Education Limited.
- Kotler, P., & Amstrong, G. (2018). *Principles of marketing* (17th ed.). UK: Pearson Education Limited.
- Kotler, P. & Keller, K.L. (2016). *Marketing management* (15th ed.). UK: Pearson Education Limited.
- Landa, R. (2014). *Graphic design solutions* (5th ed.). USA: Clark Baxter.
- Langford, M., Fox, A., & Smith, R. S. (2010). *Langford's basic photography*. Oxford, UK: Elsevier Ltd.
- Laurer, D. A., & Pentak, S. (2016). *Design basics*. USA: Clark Baxter Pub.
- Lupton, E. (2010). *Thinking with type*. New York: Princeton Architectural Press.
- Moriarty, S., Mitchell, N.D., Wells, W.D. (2012). *Advertising & IMC: principles & practice*. US: Pearson Education, Inc.
- Ross, H. (2013). *Digital exposure handbook*. UK: Ammonite Press.
- Ryan, T.P. (2013). *Sample size determination and power*. UK: John Wiley & Sons, Inc.

- Shaw, M. (2011). *Copywriting successful writing for design, advertising, and marketing* (2nd ed.). UK: Laurence King.
- Slade-Brooking, C. (2016). *Creating a brand identity*. London, UK: Laurence King.
- Sherin, A. (2012). *Color fundamentals*. USA: Rockport Publishers.
- Sugiyono (2017). *Metode penelitian bisnis*. INA: Alfabeta.
- Wheeler, A. (2018). *Designing brand identity* (5th ed.). Canada, USA: John Wiley & Sons, Inc.
- Yin, R.K. (2018). *Case study research and applications* (6th ed.). Los Angeles: SAGE Publications, Inc.

Jurnal

Pasqualone, A. (2018). Traditional flat breads spread from the fertile crescent: production process and history of baking systems. *Journal of ethnic foods*, 5 (10-19), hlm. 11. Diunduh dari
<https://www.sciencedirect.com/journal/journal-of-ethnic-foods/vol/5/issue/4>

Internet

DJKI (n.d.). Undang-Undang Republik Indonesia Nomor 20 Tahun 2016 tentang Merek dan Indikasi Geografi. Diunduh pada 20 Desember 2020 dari
<https://dgip.go.id/unduhan/kompilasi-pp?kategori=merek>

Gambaranbrand. (2012). Roti Lauw. Diakses pada 21 Oktober 2020, dari
<https://gambaranbrand.com/portfolio-item/roti-lauw/>

- Putra, Y. M. P. (2015). Pengaruh kolonialisme dalam tradisi roti dan kue di Indonesia. Diakses dari <https://republika.co.id/berita/gaya-hidup/kuliner/15/10/08/nvv83p284-pengaruh-kolonialisme-dalam-tradisi-roti-dan-kue-di-indonesia>
- Rahmawati, W. (2017). Bisnis roti dan kue Indonesia bertumbuh 10%. Diakses dari <https://industri.kontan.co.id/news/bisnis-roti-dan-kue-indonesia-bertumbuh-10>
- Rastogi, V., Tamboto. E., Tong, D., Sinburimsit, T. (2013). Asia's next big opportunity Indonesia's rising middle-class and affluent consumers. The Boston Consulting Group. Diunduh dari <https://www.bcg.com/publications/2013/center-consumer-customer-insight-consumer-products-indonesias-rising-middle-class-affluent-consumers.aspx>
- Syarbini, H. (2016). Ingin lebih memahami tentang ilmu roti ? ini pengertian dan klasifikasi roti yang wajib anda ketahui. Diakses dari <http://usahabakery.com/pengertian-bakery-yang-wajib-anda-ketahui/>