



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

- Blakeman, R., & Taylor, M. (2019). Team Creative Brief: Creative and Account Teams Speak Out on Best Practices. *Journal of Advertising Education*, 23(1), 39–52. <https://doi.org/10.1177/1098048218812132>
- Block, B. (2008). The Visual Story: Creating the Visual Structure of Film, TV and Digital Media. In *Saudi Med J* (Vol. 2).
<https://doi.org/10.1073/pnas.0703993104>
- Bordwell, D., & Thompson, K. (2012). *Film Art: An Introduction 10th Edition* (10th ed.). McGraw-Hill Education. <https://doi.org/10.1006/jmbi.1997.1322>
- Corbett, D. (2013). *The Art of Character Creating Memorable Characters for Fiction, Film, and TV.*
- DiZazzo, R. (2012). Corporate Media Production. In *Corporate Media Production*. <https://doi.org/10.4324/9780080569338>
- Dolnicar, S., Grün, B., & Leisch, F. (2018). *Market Segmentation Analysis*.
https://doi.org/10.1007/978-981-10-8818-6_2
- Harrell, A. (2016). *Creative Direction in a Digital World : A Guide to Being a Modern Creative Director* (1st ed.). CRC Press. <https://bookok.cc/book/3318876/4058dd>
- Phadermrod, B., Crowder, R. M., & Wills, G. B. (2019). Importance-Performance Analysis based SWOT analysis. *International Journal of Information Management*, 44, 194–203. <https://doi.org/10.1016/j.ijinfomgt.2016.03.009>
- Quincy, R., Lu, S., & Huang, C.-C. (2012). SWOT Analysis Raising Capacity of Your Organization. *School of Social Work, Rutgers University, September*,

- 1–14. http://socialwork.rutgers.edu/Libraries/Huamin/Brochure_2.sflb
- Rabiger, M., & Hurbis-Cherrier, M. (2013). *Directing, Fifth Edition: Film Techniques and Aesthetics* (p. 448). Focal Press.
- Richter, T. (2006). *The 30-Second Storyteller: The Art and Business of Directing Commercials* (1st ed.). Course Technology Ptr. http://www.amazon.com/30-Second-Storyteller-Directing-Commercials-Filmmakers/dp/1598632264/ref=sr_1_1?s=books&ie=UTF8&qid=1403987915&sr=1-1&keywords=The+30-Second+Storyteller
- Russin, R. U., & Downs, W. M. (2012). *Screenplay: Writing the Picture* (2nd ed.). Silman-James Press. <https://b-ok.cc/book/3343645/964a8f>
- Sugiyono, P. D. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D.*
- Sweetow, S. (2011). *Corporate Video Production. Beyond the Board Room (And OUT of the Bored Room)*. Taylor & Francis.
<https://doi.org/10.4324/9781315689883>
- Walsh, G., Hassan, L. M., Shiu, E., Andrews, J. C., & Hastings, G. (2010). Segmentation in social marketing: Insights from the European Union's multi-country, antismoking campaign. In *European Journal of Marketing* (Vol. 44, Issue 7). <https://doi.org/10.1108/03090561011047562>
- Zimmer, M. R., & Kapferer, J.-N. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. In *Pearson Education Limited*.
<https://doi.org/10.2307/1252315>