

DAFTAR PUSTAKA

Buku

- Creswell, J. W. (2014). *Research design qualitative, quantitative, and mixed method approaches*. California: SAGE Publications, Inc.
- Keller, K. L. (2013). *Strategic brand management: building, measuring, and managing brand equity*. England: Pearson Education Limited.
- Landa, R. (2014). *Graphic design solutions 5th edition*. USA: Cengage Learning
- Marioka, A. & Stone, T. (2006). *Color design workbook a real-world guide to using color in graphic design*. USA: Rockport Publishers.
- Sugiyono. (2015). *Metode penelitian pendidikan pendekatan kuantitatif, kualitatif, dan r&d*. Bandung: Alfabeta
- Tondreau, B. (2019). *Layout essentials: 100 design principles for using grids*. Beverly, Ma.: Rockport Publishers.

Internet

- Novelino, A. (11 May 2020). Sri Mulyani sebut kebijakan psbb pukul ekonomi RI. Diunduh dari <https://www.cnnindonesia.com/ekonomi/20200511132615-532-502066/sri-mulyani-sebut-kebijakan-psbb-pukul-ekonomi-ri>. (10 September 2020)

Kurnia, K. (9 Juni 2020). Dede: dampak pandemi covid-19, sektor pariwisata paling kolaps. Diunduh dari <https://galamedia.pikiran-rakyat.com/news/pr-35564811/dede-dampak-pandemi-covid-19-sektor-pariwisata-paling-kolaps>