



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

- Amalia, E. I. (2019, Januari 3). *2019, Esport Indonesia Bisa Makin Matang*. Retrieved from Medcom.id: <https://www.medcom.id/amp/9K5EaZaK-2019-esport-indonesia-bisa-makin-matang>
- Christensen, C. (2021). *Key Concepts*. Retrieved from Clayton Christensen: <https://claytonchristensen.com/key-concepts/>
- GWI. (2021). *The Gaming Playbook*. GWI.com.
- Kotler, P. (1998). *Manajemen Pemasaran, Analisis Perencanaan, Implementasi dan Kontrol*. Jakarta: Prehallindo.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Boston Columbus Indianapolis New York San Fransisco Amsterdam Cape Town: Pearson.
- Marker. (2020, December 15). *Twitch Streaming Surges-But Is Anyone Watching?* . Retrieved from Marker: <https://marker.medium.com/twitch-streaming-surges-but-is-anyone-watching-a003d3df3d34>
- Maya, M. (2019, Oktober 28). *Perjalanan Jonathan "Emperor" Liandi, Pro Player yang Hijrah jadi Streamer*. Retrieved from KINCIR: <https://www.kincir.com/game/mobile-game/perjalanan-jonathan-emperor-liandi-pro-player-yang-hijrah-jadi-streamer-zHYqxpXkdKXi>
- Noor, A. (2013). *Manajemen Event*. Bandung: Alfabeta.
- Nordmark, S., & Zou, C. (2020, September 2). *Livestreamer or competitive gamer: Which career makes the most sense?* . Retrieved from Dot Esports: <https://dotesports.com/general/news/esports-vs-streaming-money-career-31144>
- Ramadin, A. N. (2021, April 27). *Esport di SEA Games 2021-Peran Media dan Perspektif Masyarakat*. Retrieved from Kompasiana: <https://www.kompasiana.com/afhamnovardiramadin9213/6087c8fbd541df480f20c7c2/esport-di-sea-games-2021-peran-media-dan-perspektif-masyarakat>
- Riadi, M. (2020, September 11). *Marketing Public Relations (Pengertian, Tujuan, Fungsi, Kegiatan, dan Strategi)* . Retrieved from KajianPustaka.com: <https://www.kajianpustaka.com/2020/09/marketing-public-relations.html>

Ruslan, R. (2010). *Manajemen Public Relations & Media Komunikasi*. Jakarta: Raja Grafindo Persada.

Wijman, T. (2018, April 30). *Mobile Revenue Account for More Than 50% of the Global Games Market as It Reaches \$137.9 Billion in 2018*. Retrieved from Newzoo.com: <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

Yuen, R. (2021). *Decoding Branding: A Complete Guide to Building and Revamping Brands in the Age of Disruption*. Routledge.



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA