



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.

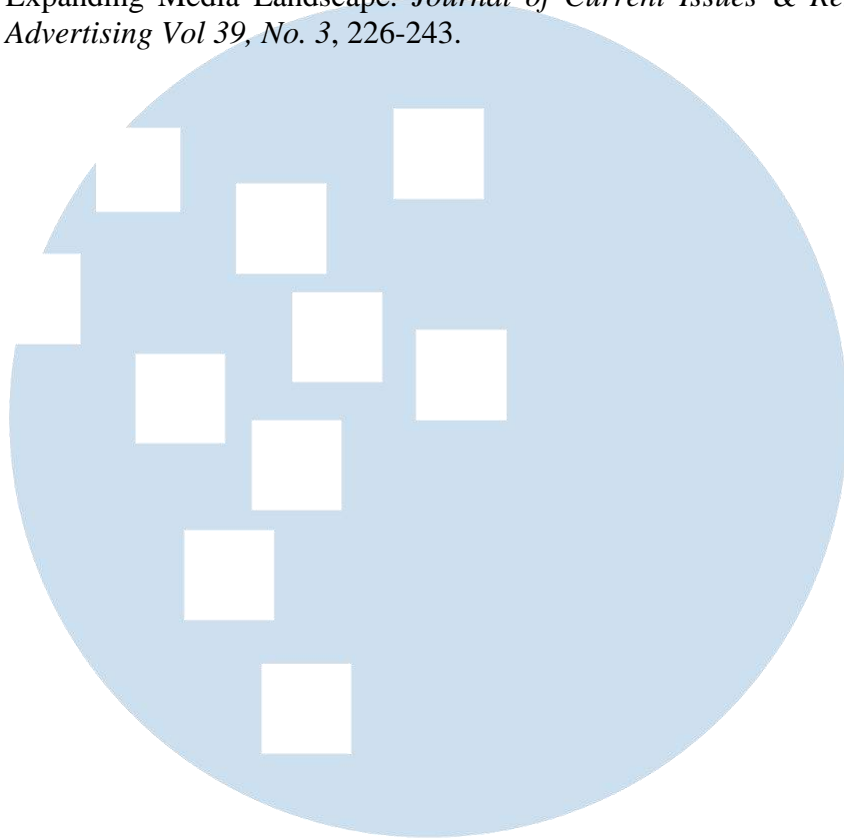
Copyright and reuse:

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

- About Us, Foru.* (n.d.). Retrieved November 18, 2021, from Foru: Foru.co.id
- Andrews, J., & Shimp, T. (2018). *Advertising, Promotion and Other Aspects of Integrated Marketing Communications, Tenth Edition.* Boston: Cengage Learning.
- Barker, B. (2014). Media Planning: Evaluating the distance between theory and practice. *Academy of Marketing*, 1-12.
- Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D. (2020). *Advertising: An Integrated Marketing Communication Perspective 4e.* Sydney: McGraw-Hill Education (Australia) Pty Ltd.
- Company Profile, Foru.* (n.d.). Retrieved from Foru: <https://foru.co.id/corporation/investor-room/company-profile/>
- Fildzah, A. N., & Mayangsari, I. D. (2018). Analisis Strategi Promosi pada UMKM Social Enterprise (Studi Kasus Pascorner Cafe and Gallery). *Jurnal Komunikasi Volume 12 No. 2*, 101-112.
- French, K. (n.d.). *What;s a Creative Agency? How They Help & How to Find One.* Retrieved November 15, 2021, from Column Five: <https://www.columnfivemedia.com/what-is-a-creative-agency/>
- Hong, D. (2019, August 18). *Media Planning 101.* Retrieved November 18, 2021, from BRIDGE: <https://www.thebridgecorp.com/media-planning/>
- Katz, H. (2017). *The Media Handbook : a complete guide to advertising media selection, planning, research, and buying.* New York: Routledge.
- Kelley, L. D., Jugenheimer, D. W., & Sheehan, K. B. (2015). *Advertising Media Planning (A Brand Management Approach), Fourth Edition.* New York: Routledge.
- Rahmat, R. A. (2020). Analisis Kompetitor Perumahan Amaranta Residence Sukabumi. *Jurnal Student Teknik Sipil Volume 2 No. 1*, 48-54.
- Shandya, M. (n.d.). *Media Planning.* Retrieved December 4, 2021, from Economics Discussion: <https://www.economicsdiscussion.net/marketing-2/media-planning/media-planning/32457>
- What is an Agency? Definition and Examples.* (n.d.). Retrieved November 15, 2021, from Market Business News: <https://marketbusinessnews.com/financial-glossary/agency-definition/>
- What is Media Buying?* (n.d.). Retrieved December 4, 2021, from Marketing Evolution: <https://www.marketingevolution.com/marketing-essentials/media-buying>
- What is Media Planning?* (n.d.). Retrieved November 18, 2021, from marketingevolution.com: <https://www.marketingevolution.com/marketing-essentials/media-planning>
- Wibowo, P. T. (2021, June 22). *Apa Itu Media Buying?* Retrieved December 8, 2021, from WartaEkonomi.co.id: https://wartaekonomi.co.id/read347069/apa-itu-media-buying?page=2&_ga=2.57357155.895315516.1638894861-901846284.1637250235

Windels, K., & Stuhlfaut, M. (2018). New Advertising Agency Roles in the Ever-Expanding Media Landscape. *Journal of Current Issues & Research in Advertising* Vol 39, No. 3, 226-243.



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA