

DAFTAR PUSTAKA

- Adimas, M. A. (2019). Belum Banyak Dilirik, Industri Event Memiliki Peluang Besar. *Wartaekonomi*. <https://www.wartaekonomi.co.id/read250916/belum-banyak-dilirik-industri-event-memiliki-peluang-besar>
- Altschwager, T., Conduit, J., & Goodman, S. (2013). *Branded Marketing Events: Facilitating Customer Brand Engagement*. July.
- Austin, E. W., & Pinkleton, B. E. (2018). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. <https://doi.org/10.4324/9781315754833>
- Creswell, W. J., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative and Mixed Methods Approaches. In *Journal of Chemical Information and Modeling* (5th ed., Vol. 53, Issue 9). SAGE Publications.
- Goldblatt, J. (2013). *Special Events: Creating and Sustaining a New World for Celebration*. John Wiley & Sons, Inc.
- Hamidi, & Putri, S. De. (2020). Event Management Pentas Seni Sebagai Media Komunikasi Identitas Sekolah (Studi Kasus Event Nesta Festival Di Smk Negeri 1 Kota Tangerang). *Journal of Advertising*, 1(1), 101–116.
- Hardani, Auliya, N. H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif dan Kuantitatif*. Pustaka Ilmu.
- Hati, S. W., Kartikaningdyah, E., Hidayat, R., & Restu, F. (2021). *Analysis of Womenpreneur Activities and Business Motivation on Competence and Performance of Small and Medium Enterprises (MSMEs) in Batam City*. *Icaess 2020*, 12–20. <https://doi.org/10.5220/0010353700120020>
- Karwati, L., Ansori, A., & Mulyono, D. (2018). Women Empowerment to Build Entrepreneurship. *Journal of Nonformal Education*, 4(2), 169–176. <https://doi.org/10.15294/jne.v4i2.16005>
- Kemenkeu RI. (2022, January 10). Menkeu: Perempuan Berperan Penting dalam UMKM. *Kemenkeu.Go.Id*. <https://www.kemenkeu.go.id/publikasi/berita/menkeu-perempuan-berperan->

penting-dalam-umkm/#:~:text=Di tingkat usaha mikro%2C 52,ribu pelaku usahanya adalah perempuan

- Kontrak Hukum. (2022). Stellar Power Accelerator Dukung Perempuan untuk Kemajuan Ekonomi Indonesia. *Kontrak Hukum*.
- Kotler, P., & Keller, K. L. (2018). Marketing Management. In *Essentials of Management for Healthcare Professionals* (14th ed.). Pearson.
<https://doi.org/10.4324/9781315099200-17>
- Laksmawati, J., & Yuniawan, A. (2021). Women and the Digitalization Strategies of Micro, Small, and Medium Enterprises in the New Normal Era. *Petra International Journal of Business Studies*, 4(1), 55–64.
<https://doi.org/10.9744/ijbs.4.1.55-64>
- Latif, N., Hariawan, F., & Laksono, B. R. (2021). Kustom Kulture Event Marketing As a Brand Community Creativity. *Journal of Applied Management and Business (JAMB)*, 2(2), 78–83.
<https://doi.org/10.37802/jamb.v2i2.210>
- Lee, S. S., Boshnakova, D., & Goldblatt, J. (2017). *The 21st Century Meeting and Event Technologies: Powerful Tools for Better Planning, Marketing, and Evaluation*. Apple Academic Press.
- Maghfira, & Dyah, A. (2019). Perancangan Women's Empowerment Center di Jakarta. *Jurnal UMJ*.
- Mandel, K. C. (2013). Concept and Types of Women Empowerment. *International Forum of Teaching and Studies*, 9(2), 17–30.
<http://www.joe.org/joe/1999october/comm1.php>
- Muarif, F. M., & Abdullah, A. (2018). Event Management Strategy of Darussalam Gontor Modern Islamic Boarding School In Organizing Panggung Gembira 2017. *Sahafa Journal of Islamic Communication*, 1(1), 15.
<https://doi.org/10.21111/sjic.v1i1.2003>
- Mulyana, D., & Solatun. (2009). *Metode Penelitian Komunikasi: Contoh-Contoh Penelitian Kualitatif Dengan Pendekatan Praktik*. PT Remaja Rosdakarya.
- Muniz, A. M., & O'Guinn, T. (2001). Brand Community. *Journal of Consumer Research*, 27(4), 11. <https://doi.org/10.1086/319618>

- Naufal, M. H., Kusdiby, L., Rafdinal, W., & Kunci, K. (2021). Analisis Persepsi Konsumen terhadap Event Virtual. *Prosiding The 12th Industrial Research Workshop and National Seminar Bandung*, 1437–1441.
- Nurfitriya, M., Koeswandi, T. A. L., Rachmani, N. N., & Widyawati, R. F. (2021). Competitive Strategies for Womenpreneurs in Tasikmalaya City During The Covid-19 Pandemic. *The International Journal of Business Review*, 4(2), 133–140.
<https://ejournal.upi.edu/index.php/thejobsreview/article/view/40523>
- Nyakio, M. R. (2013). *The Effect Of Mentorship Program On Business Performance Amongst Micro, Small And Medium Enterprises (MSMEs) In Nairobi County. November.*
- Peters, C., & Hollenbeck, C. R. (2005). A Behavioural Model of Brand Community Member Involvement: A Conceptual Framework and Empirical Results. *Journal of Customer Behaviour*, 385–424. <https://doi.org/1477-6421>
- Raco, J. . (2013). *Metode Penelitian Kualitatif: Jenis, Karakteristik dan Keunggulannya*. Grasindo.
- Rahma, A. (2018). Event Sebagai Salah Satu Bentuk Strategi Komunikasi Pemasaran Produk Fashion Nasional (Event Tahunan Jakcloth). *Nyimak (Journal of Communication)*, 1(2), 149–169.
<https://doi.org/10.31000/nyimak.v1i2.480>
- Rahman, K. ., & Yeasmin, S. (2012). “Triangulation” Research Method as the Tool of Social Science Research. *Bup Journal*, 1(1), 154–163.
<http://www.bup.edu.bd/journal/154-163.pdf>
- Rahmi, V. A., & Hapsari, I. P. (2021). Resiliensi dan Adaptasi Pengusaha Wanita di Era New Normal. *Community Empowerment*, 6(7), 1139–1148.
<https://journal.unimma.ac.id/index.php/ce/article/download/4961/2537/>
- Rezky, R., & Sabrina, N. (2019). Eksistensi Java Jazz Festival sebagai Event Musik di Indonesia. *Nyimak: Journal of Communication*, 3(2), 157–167.
<https://doi.org/10.31000/nyimak.v3i2.1745>
- Richards, G., & Jarman, D. (2021). Events as platforms, networks, and communities. *Event Management*, 25(1), 1–7.

<https://doi.org/10.3727/152599520X15894679115420>

- Seitel, F. P. (2017). *The Practice of Public Relations* (13th ed.). Pearson.
- Shimp, A. T., & Andrews, C. J. (2013). Advertising, Promotion and Other aspects of Integrated Marketing Communications. *Integrated Marketing Communications*, 614.
<https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/19082/Thesis-Final-Bulka.pdf?sequence=1>
- Shiratina, A., Ramli, Y., Wardhani, N. K., & Limakrisna, N. (2020). Model Of Entrepreneurial Marketing On Womenpreneur. *Journal International*, 1(5), 736–746. <https://doi.org/10.31933/DIJEMSS>
- Shone, A., & Parry, B. (2019). *Successful Event Management: A Practical Handbook* (5th ed.). Cengage Learning EMEA.
- Smith, R. D. (2017). *Strategic Planning for Public Relations* (5th ed.). Routledge.
- Stellarw.com. (2022). *Stellar Women Website*. <https://www.stellarw.com/>
- Sugiyono, D. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- The People of Asia. (2022, January 28). *L'Oréal Paris Through Stellar Power Accelerator Supports Indonesian Women in Pushing National Economic Progress*. <https://thepeopleofasia.com/articles/topic-economy-business/loreal-paris-through-stellar-power-accelerator-supports-indonesian-women-in-pushing-national-economic-progress/>
- Tjandra, N. C., Rihova, I., Snell, S., Den Hertog, C. S., & Theodoraki, E. (2021). Mega-Events Brand Meaning Co-Creation: The Olympic Case. *Journal of Product and Brand Management*, 30(1), 58–73.
<https://doi.org/10.1108/JPBM-08-2019-2539>
- Ton, H. N. N., & Le, N. K. (2021). Best Practices for Virtual Events During the Covid-19 Pandemic - Focusing on Attendee Engagement. *Advances in Social Sciences Research Journal*, 8(7), 103–118.
<https://doi.org/10.14738/assrj.87.10369>
- Wagen, L. van der. (2018). Event Management for Tourism, Cultural, Business and Sporting Events. In *New South Wales: Pearson Education Australia*.

Pearson.

Whelan, S., & Wohlfeil, M. (2006). Communicating Brands Through Engagement with 'Lived' Experiences. *Journal of Consumer Research*, 13(4), 313–329.

Wicaksono, B. W. (2021). Virtual Event, Salah Satu Solusi di Masa Pandemi.

Kemenkeu.Go.Id, 1.

<https://www.djkn.kemenkeu.go.id/artikel/baca/13643/Virtual-Event-Salah-Satu-Solusi-di-Masa-Pandemi.html>

Widyastuti, S. (2017). *Manajemen Komunikasi Pemasaran Terpadu*. FEB-UP Press.

Yanti, Y. Y. (2022, January 14). L'Oréal Paris Dukung Kemajuan Perempuan Indonesia Melalui Stellar Power Accelerator 2022. *Medcomm*.

<https://m.medcom.id/gaya/community/5b2G7jvk-l-or-al-paris-dukung-kemajuan-perempuan-indonesia-melalui-stellar-power-accelerator-2022>

Yin, R. K. (2016). *Qualitative Research from Start to Finish*. Guilford Publications.

Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). SAGE Publications. <https://doi.org/10.1177/109634809702100108>

Yusuf, A. M. (2014). *Metode Penelitian: Kuantitatif, Kualitatif & Penelitian Gabungan*. Kencana.

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA