



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, 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

- Airey, D. (2010). *Logo Design Love: A Guide To Creating Iconic Brand Identities*. California: New Riders.
- Allesandri, S. (2009). *Visual Identity: Promoting and Protecting The Public Face of An Organization*. Amerika Serikat: M.E. Sharpe, Inc.
- Ambrose, G. & Harris, P. (2005). *Basic Design: Layout*. Switzerland: AVA Publishing SA.
- Andrews, S. (2013). *Hotel Housekeeping: A Training Manual*. New Delhi: McGraw Hill Education.
- Avé, J. (2008). *Indonesian Arts and Crafts*. Jakarta: BAB Publishing Indonesia.
- Booton, J. (2013). Unraveling The Logic Behind Logos. *Fox Business*. Diakses pada 13 Maret 2014 dari Waring Wera Wanua: www.foxbusiness.com/industries/2013/01/22/unraveling-logic-behind-logo-changes/
- Babej, M. (2011). How Do You Know When it's Time to Change Your Company's Logo. *Forbes*. Diakses pada 13 Maret 2014 dari Waring Wera Wanua: www.forbes.com/sites/marcbabej/2011/10/03/how-do-you-know-when-its-time-to-change-your-companys-logo/
- Benu, N. (2013). 63 Hotel Baru Akan Hadir di Jakarta. *Okezone*. Diakses pada 17 Februari 2014 dari Waring Wera Wanua: property.okezone.com/read/2013/01/08/471/743126/63-hotel-baru-akan-hadir-di-jakarta
- Cass, J. (2009). Vital Tips for Effective Logo Design. *Smashing Magazine*. Diakses pada 21 Maret 2014 dari Waring Wera Wanua: www.smashingmagazine.com/2009/08/26/vital-tips-for-effective-logo-design/
- Clifton, R., Simmons, J., Allen, T., Ahmad, S., Anholt, S., Barwise, P., ... Smith, S. (2009). *Brands and Branding*. London: Profile Books Ltd.
- Davis, M. (2005). *More Than A Name: An Introduction To Branding*. Switzerland: AVA Publishing SA.
- Drucker, J. & McVarish, E. (2009). *Graphic Design History: A Critical Guide*. Amerika Serikat: Pearson Education, Inc.

- Fishel, C. (2000). *Redesigning Identity: Graphic Design Strategies for Success*. Amerika Serikat: Rockport Publisher, Inc.
- Floch, J. (2000). *Identités Visuelles*. (P.V. Osselaer & A. McHoul, Trans.). Perancis: Presses Universitaires de France. (Original work published 1995)
- Gernsheimer, J. (2008). *Designing Logos: The Process of Creating Symbols That Endure*. New York: Allworth Press.
- Gomez-Palacio, B. (2009). *Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design*. Amerika Serikat: Rockport Publishers, Inc.
- Hardy, G. (2011). *Smashing Logo Design: The Art of Creating Visual Identities*. West Sussex: John Wiley & Sons Ltd.
- Healey, M. (2008). *What is Branding?*. Switzerland: RotoVision SA.
- Heller, S. & Ilić, M. (2007). *The Anatomy of Design: Uncovering The Influences and Inspirations in Modern Graphic Design*. Amerika Serikat: Rockport Publishers, Inc.
- Hodgson, M. (2010). *Recycling and Redesigning Logos: A Designer's Guide to Refreshing and Rethinking Design*. Amerika Serikat: Rockport Publishers, Inc.
- HR, S. (2013). *The Amazing Indonesia: 71 Keajaiban Indonesia yang Wajib Diketahui*. Jakarta: Anak Kita.
- Indonesia's Rainforests: Biodiversity and Endangered Species. Diakses pada 15 Mei 2014 dari Waring Wera Wana: ran.org/indonesia's-rainforests-biodiversity-and-endangered-species
- Ingram, H. & Medlik, S. (2000). *The Business of Hotel*. Oxford: Butterworth-Heinemann
- Iskandar, M. (2011). Pembentukan Persepsi Visual Pada Iklan Televisi. *Jurnal Visualita DKV Universitas Komputer Indonesia*, vol. 3, hal. 3-4. <http://dkv.unikom.ac.id/jurnal/artikel/syahril/Abstrak%20Pembentukan%20persepsi%20visual%20pada%20iklan%20televisi.pdf>
- Iswanto, H. (2001). *Merawat & Membungakan Anggrek Phalaenopsis*. Jakarta: Agromedia Pustaka.

Jones, P. & Lockwood, A. (2006). *The Management of Hotel Operations*. London: Thomson Learning.

Kraton Ngayogyakarta Hadiningrat & Indonesia Marketing Association. (2008). *Kraton Jogja: The History and Cultural Heritage*. Jakarta: PT Indonesia Kebanggaanku.

Knapp, P. (2001). *Designing Corporate Identity: Graphic Design as a Business Strategy*. Amerika Serikat: Rockport Publishers, Inc.

Landa, R. (2011). *Graphic Design Solution*. Amerika Serikat: Clark Baxter.

Marsh, B. (2009). Warner, Fuzzier: The Refreshed Logo. *The New York Times*. Diakses pada 13 Maret 2014 dari Waring Wera Wanua: www.nytimes.com/2009/05/31/weekinreview/31marsh.html

McNeilly, M. (2013). How To Be A Success At Everything: Time To Reboot Your Brand? Here's How. *Fast Company*. Diakses pada 14 November 2013 dari Waring Wera Wanua: www.fastcompany.com/3019025/how-to-be-a-success-at-everything/time-to-reboot-your-brand-heres-how

Morgan, C. & Foges, C. (2003). *Logos, Letterheads & Business Cards: Design for Profit*. Switzerland: RotoVision SA.

Morioka, A. (2004). *Logo Design Workbook*. Amerika Serikat: Rockport Publishers, Inc.

National, Native, and Popular Flower of Indonesia . Diakses pada 15 Mei 2014 dari Waring Wera Wanua: [http:// www.theflowerexpert.com/content/flowerbusiness/flowergrowersandsellers/national-native-popular-flowers-of-indonesia](http://www.theflowerexpert.com/content/flowerbusiness/flowergrowersandsellers/national-native-popular-flowers-of-indonesia)

O'Fallon, M. & Rutherford, D. (2007). *Hotel Management and Operations*. Kanada: John Wiley & Sons, Inc.

Passikoff, R. (2012). When You Can't Change Brand Equity, There's Always Your Logo. *Forbes*. Diakses pada 13 Maret 2014 dari Waring Wera Wanua: www.forbes.com/sites/marketshare/2012/07/12/when-you-cant-change-brand-equity-theres-always-your-logo/

- Pimentel, R. (1997). *Consumer Preference for Logo Designs: Visual Design and Meaning*. (Unpublished doctoral dissertation). The University of Arizona Graduate College, Arizona.
- Praditya, I. (2014). Tengok Penampakan Logo Baru Angkasa Pura II. *Liputan 6*. Diakses pada 13 Maret 2014 dari Waring Wera Wanua: bisnis.liputan6.com/read/806273/tengok-penampakan-logo-baru-angkasa-pura-ii
- Ruhimat, M. & Yani, A. (2007). *Geografi: Menyingkap Fenomena Geosfer*. Bandung: Penerbit Grafindo Media Pratama.
- Rukmana, H. (2000). *Budi Daya Anggrek Bulan*. Jogjakarta: Kanisius.
- Sheela, A. (2002). *Economics of Hotel Management*. New Delhi: New Age International (P) Ltd.
- Smith, K. (2009). *Oh Garden of Fresh Possibilities!: Notes from A Gloucester Garden*. New Hampshire: David R. Gordine.
- Venn, A. & Venn-Rosky, J. (2010). *The Colour Dictionary: The Colourfulness of The Words*. Munich: Verlag Georg D.W. Callwey GmbH & Co. KG
- Verstegen, I. (2005). *Arheim, Gestalt and Art: A Psychological Theory*. New York: Springer-Verlag Wien.
- Ware, C. (2013). *Information Visualization: Perception For Design (3rd ed)*. Amerika Serikat: Elsevier, Inc.
- Wheeler, A. (2009). *Designing Brand Identity*. Kanada: John Willey & Sons, Inc.
- William, L., Holden, K., Butler, J. (2010). *Universal Principles of Design*. Amerika Serikat: Rockport Publishers, Inc.
- Woodham, J. (1997). *Twentieth Century Design*. Oxford: Oxford University Press.