

Dari berbagai informasi yang ada, penulis menuangkan ke dalam satu rancangan desain maskot sehingga dapat merepresentasikan. Pada proses perancangan karya penciptaan ini, penulis menemukan beberapa kendala diantaranya sepertinya minimnya literatur Berbahasa Indonesia yang membahas mengenai sistem teknologi *Blockchain*, sehingga penulis mencari literatur dengan bahasa lain. Ditambah dengan pembahasan mengenai sistem teknologi tersebut cukup rumit dan tidak dapat diartikan secara harafiah. Hal ini sangat berpengaruh tidak hanya bagi penulis tapi bagi orang awam yang ingin belajar lebih mengenai sistem teknologi tersebut.

## 9. DAFTAR PUSTAKA

- Adams, S. (2017). *The Designers Dictionary of Color by Sean Adams* (G. John & A. Albert (eds.)). Quid Publishing Ltd. Abrams The Art of Books.
- Dydynski, J. M. (2017). *PERCEPTION OF CUTENESS IN ANIMAL MASCOTS / CHARACTERS Master 's Thesis*.
- Johnson, D. (2010). Color Psychology | Infoplease.com. *Color Psychology*, 05, 1–10. <http://www.infoplease.com/spot/colors1.html>
- Kraak, V. I., & Story, M. (2015). Influence of food companies' brand mascots and entertainment companies' cartoon media characters on children's diet and health: A systematic review and research needs. *Obesity Reviews*, 16(2), 107–126. <https://doi.org/10.1111/obr.12237>
- Laurence, T. (2019). *Blockchain for Dummies 2nd Edition* (2nd Editio). John Wiley & Sons, Inc., Hoboken, New Jersey.
- Lerman, S. (2013). *Building Better Brands A Comprehensive Guide to Brand Strategy and Identity Development*. HOW Books An Imprint of Simon & Schuster, Inc.
- Liz Blazer. (2016). Animated Storytelling. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9). Pearson Education.
- Morley, J. (2017). *That Book On Blockchain A One Hour Intro*. CreateSpace Independent Publishing Platform.
- O'Connor, Z. (2009). Colour psychology and colour therapy: Caveat emptor.

- Color Research and Application*, 36(3), 229–234.  
<https://doi.org/10.1002/col.20597>
- Tillman, B. (2011). *Character Creative Design*.
- Webster, C. (2005). *Animation The Mechanics of Motion*. Focal Press An Imprint of Elsevier.
- Wheeler, A. (2018). *Designing Brand Identity* (D. Millman (ed.); Fifth Edit). John Wiley & Sons, Inc., Hoboken, New Jersey.
- Wiratmo, T. G., Grahita, B., Maslan, R., Fadillah, F., & Ratri, D. (2021). a Framework To Design Mascot Character As Supporting Tool for City Branding Based on Yuru-Chara Concept. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 7(01), 01–12.  
<https://doi.org/10.33633/andharupa.v7i01.4379>

