

## DAFTAR PUSTAKA

- [1] “Cara Mengikuti Trend untuk Meningkatkan Bisnis - Pawoon,” 2018. <https://www.pawoon.com/cara-mengikuti-trend-untuk-meningkatkan-bisnis/> (accessed Dec. 03, 2021).
- [2] C. Prayhoego and Devie, “Analisa Pengaruh Total Quality Management Terhadap Keunggulan Bersaing dan Kinerja Perusahaan,” *Bus. Account. Rev. Vol. 1, 2013*, vol. 55, no. 1–2, pp. 65–74, 2013.
- [3] G. Sakitri, ““ Selamat Datang Gen Z , Sang Penggerak Inovasi ! ,”” vol. 1995, no. 2018, pp. 1–10, 2020.
- [4] “About Isobar | Global Digital Experience Agency.” <https://www.isobar.com/en-id/about> (accessed Dec. 03, 2021).
- [5] M. T. Syaifudin, “ *IMPLEMENTASI DAN PENGUASAAN STRATEGI PEMASARAN PT . AJINOMOTO INDONESIA* “ *Dosen : Nur Farida , S . E . , M . M . Disusun Oleh :*, no. 2015020027. 2017.
- [6] “dentsu.” <https://www.dentsu.com/sg/en/who-we-are/our-agencies> (accessed Dec. 03, 2021).
- [7] “Aegis sold to Dentsu to create global digital media giant - BBC News,” 2012. <https://www.bbc.com/news/business-18810471> (accessed Dec. 03, 2021).
- [8] G. Fasol, “Dentsu acquires Aegis – Europe-Japan,” 2012. <https://eu-japan.com/2012/07/dentsu-acquires-aegis/> (accessed Dec. 03, 2021).
- [9] “Dentsu Aegis Network Rebrands to dentsu | dentsu international,” 2020. <https://www.dentsu.com/news-releases/dentsu-aegis-network-rebrands-to-dentsu> (accessed Dec. 03, 2021).
- [10] “THE HISTORY OF DENTSU 1901 - Dentsu Group Inc.” <https://www.group.dentsu.com/en/about-us/history/1901.html> (accessed Dec. 03, 2021).

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A