

DAFTAR PUSTAKA

Ahmad, W., dan Mahmood, Z. (2011). *An Empirical Investigation of the Association between Creative Advertising and Advertising Effectiveness in Pakistan*. Bahria University Islamabad, Pakistan, 3(2): 32-52.

Tjiptono, F. G. (2008). *Strategi Pemasaran*. Yogyakarta: ANDI.

www.instagram.com/blackorchidfilm

The logo for Universitas Multimedia Nusantara (UMMN) features the letters 'UMMN' in a large, bold, light blue sans-serif font. Behind the letters is a large, light blue circle containing a white grid of squares, some of which are missing, creating a pattern that resembles a film strip or a digital grid.

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