

## DAFTAR PUSTAKA

### Buku

- Ambrose, G., Harris, P. (2006). *The fundamentals of typography*. Lausanne: AVA Academia.
- Carson, R. C., & Butcher, J. N. (1992). *Abnormal psychology and modern life* (9th ed.). HarperCollins Publishers.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design* (5th ed.). SAGE Publications.
- Kusrianto, A. (2007). *Pengantar desain komunikasi visual*. Yogyakarta: Andi.
- Landa, R. (2010). *Advertising by design: generating and designing creative ideas across media* (2nd ed.). Hoboken, NJ: John Wiley & Sons.
- Landa, R. (2013). *Graphic design solutions* (5th ed.). Boston, MA: Wadsworth.
- Lauer, D. A. & Pentak, S. (2016). *Design basics*. Australia: Wadsworth
- Sanderson, Stephen K. (2000) *Makro sosiologi sebuah pendekatan terhadap realitas sosial*, Jakarta: PT. Raja Grafindi Persada.
- Smith, Adam. (1776). *An inquiry into the nature and causes of the wealth of nations*. London: Methuen & Co. LTD.
- Soedjono, Soeprapto. (2006). *Pot-pourri fotografi*. Jakarta: Universitas Trisakti.
- Sugiyama, K., & Andree, T. (2011). *The dentsu way: secrets of cross switch marketing from the world's most innovative advertising agency*. New York: McGraw-Hill.
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan r&d*. Bandung: Alfabeta.
- Venus, A. (2018). *Manajemen kampanye (revisi)*. Bandung: PT Remaja Rosdakarya Offset.
- Wigan, M. (2009). *The visual dictionary of illustration*. Lausanne: AVA
- Yusuf, A.Muri. (2017). *Asesmen dan evaluasi pendidikan pilar penyedia informasi dan kegiatan pengendalian mutu pendidikan*. Jakarta: kencana.