

DAFTAR PUSTAKA

Buku

- Aaker, D. A. (1991). *Managing Brand Equity Capitalizing on the Value of a Brand Name*.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* - John W. Creswell, J. David Creswell - Google Books. In *SAGE Publications, Inc.*
- Graver, A., & Jura, B. (2012). *Best practices for graphic designers, grids and page layouts: an essential guide for understanding and applying page design*. Rockport Publisher.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management : Building, Measuring, and Managing Brand Equity Fifth Edition*.
- Landa, R. (2018). *Graphic Design Solutions* (6th ed.). Cengage.
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC; Principles and practice* (9th ed). NJ: Pearson Education
- Mollica, P. (2018). *Special Subjects Basic Color Theory An Introduction to Color for Beginning Artists*. In *Walter Foster Publishing* (Vol. 53, Issue 9).
- Mootee, I. (2013). *60-Minute Brand Strategist. The Essential Brand Book for Marketing Professionals*.
- Wheeler, Alina. (2018). *Designing Brand Identity: An Essential Guide for the Entire Branding Team* (5th edition) John Wiley & Sons, Inc.

Jurnal

- Babu, V. M. (2006). *Issues in Brand Rejuvenation Strategies*.
<https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.573.2818&rep=rep1&type=pdf>.
- Hamni, A., Akhyar, G., Suryadiwansa, Y., & Burhanuddin, T. (2013). Potensi Pengembangan Teknologi Proses Produksi Kopi Lampung. In *Jurnal Mechanical* (Vol. 4, Issue 1).
- Lehu J. (2004, June). *Back to life! Why brands grow old and sometimes die and what managers then do: An exploratory qualitative research put into the French contex*. In *Journal of Marketing Communications* (Vol.10, Issue 2). DOI:10.1080/13527260410001693811.

Muzellec, L., & Lambkin, M. (2006). *Corporate Rebranding: Destroying, Transferring or Creating Brand Equity?* In *European Journal of Marketing* (Vol. 40, Issues 7–8, pp. 803–824).
<https://doi.org/10.1108/03090560610670007>

Putra, A. N., & Lakoro, R. (2012). Perancangan Buku Ilustrasi Musik Keroncong. *Jurnal Teknik POMITS*, 1(1).

Internet

Angelia, D. (2022). *5 Negara Tujuan Utama Ekspor Kopi Indonesia*.
[Http://Goodstats.Id/](http://Goodstats.Id/) /30.11/2022.

Audinonic V. (2013, August 15). *Excelso*.
[Https://www.Merdeka.Com/Excelso/Profil](https://www.Merdeka.Com/Excelso/Profil).

Bradford, K. (2015, August 12). *Importance of a Brand's Visual Identity When Building a Customer Base*. [Https://www.Linkedin.Com/Pulse/Importance-Brands-Visual-Identity-When-Building-Base-Ken-Bradford/](https://www.Linkedin.Com/Pulse/Importance-Brands-Visual-Identity-When-Building-Base-Ken-Bradford/).

elscoffee.com. (2023). [Elscoffee.Com/About](https://elscoffee.com/about).

femina.co.id. (2020, December 15). Cara 2 Wanita Wirausaha Penuhi Sertifikasi Keberlanjutan Lingkungan Sebelum Ekspor.

Helabumi, R. (2018, July 2). *Rinaldi Hartono dan Elmira, Beri Kopi Gratis untuk Angkat Robusta*. [Https://Jelajah.Kompas.Id/Kopi-Nusantara/Baca/Rinaldi-Hartono-Dan-Elmira-Beri-Kopi-Gratis-Untuk-Angkat-Robusta/](https://Jelajah.Kompas.Id/Kopi-Nusantara/Baca/Rinaldi-Hartono-Dan-Elmira-Beri-Kopi-Gratis-Untuk-Angkat-Robusta/).

Indonesia Data (2022, March 16). *Variabel SES dan Analisis SES*.
[Https://indonesiadata.id/variabel-dan-analisis-ses/](https://indonesiadata.id/variabel-dan-analisis-ses/).

Indrawato, E. (2015, November). *Kopi Ulubelu, Wisata Agro Tanggamus Lampung*. Eviindrawanto.Com/2015/12/Kopi-Ulubelu-Tanggamus-Lampung/.

Marion. (2021, January 15). *thebrandingjournal.com*. *Airbnb's Consistent Rebrand Focuses on the Sense of Belonging to a Community*.

Market Business News. (2023). *What is rebranding? Definition and Examples*.
[Https://Marketbusinessnews.Com/Financial-Glossary/Rebranding/](https://Marketbusinessnews.Com/Financial-Glossary/Rebranding/).

NBC Logo. (2023, February 3). [Https://Logos-World.Net/Nbc-Logo/](https://Logos-World.Net/Nbc-Logo/).

Oakley, P. (2023). *When Is It Time to Rebrand? 10 Powerful Reasons You Should Take Action*. [Https://Www.Salesfactory.Com/Blog/When-Is-It-Time-to-Rebrand-10-Powerful-Reasons-You-Should-Take-Action](https://Www.Salesfactory.Com/Blog/When-Is-It-Time-to-Rebrand-10-Powerful-Reasons-You-Should-Take-Action).

Poulin, R. (2018). *Design School Layout: A Practical Guide for Students and Designers*. *Quatro Publishing Group USA*, (5)2(2).

Rahayu, E. M. (2013, April 11). *JJ Royal Coffee Budayakan Minum Kopi Specialty Grade 1*. <https://Swa.Co.Id/Swa/Trends/Management/Jj-Royal-Coffee-Budayakan-Minum-Kopi-Specialty-Grade>.

Tobing, T. (2022). *Kopi Robusta Lampung Akan Jadi Warisan Budaya Indonesia*. <https://Lampungprov.Go.Id/Detail-Post/Kopi-Robusta-Lampung-Akan-Jadi-Warisan-Budaya-Indonesia>.

ulubelu.co.id. (2021).

Wahyudyanti, L. R. (2014, March 17). *Cerita Kopi Ulubelu*. <https://Kotakpermen.Wordpress.Com/2014/03/17/Cerita-Kopi-Ulubelu/>.



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA