

DAFTAR PUSTAKA

- Aaker, D. A. (2018). *Manajemen Ekuitas Merek: Memanfaatkan Nilai dari Suatu Merek*. Mitra Utama.
- Angelia, C. (2021). Artificial Consumption Needs Through Social Media Account: Semiotic Study in the Endorser's Photos on Instagram. *Ultimacomm: Jurnal Ilmu Komunikasi*, 13(2), 1-22. <https://doi.org/doi.org/10.31937/ultimacomm.v13i1.1527>
- Ayawaila, G. R. (2017). *Dokumenter: Dari Ide sampai Produksi*. FFTV IKJ.
- Brown, B. (2017). *Cinematography Theory & Practice: Iagemaking for Cinematograpers & Directors*. Routledge.
- Carter, D. (2016). Hustle and Brand: The Sociotechnical Shaping of Influence. *Social Media and Society*, 2(3), 1-12. <https://doi.org/doi.org/10.1177/2056305116666305>
- Creswell, J. W., & Guetterman, T. C. (2021). *Educational Research Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. Pearson Education Limited.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design Choosing Among Five Approaches*. Sage Publishing.
- Diamond, S. (2016). *Content Marketing Strategies for Dummies*. John Wiley & Sons, Inc.
- Fachruddin, A. (2017). *Dasar-Dasar Produksi Televisi: Produksi Berita, Feature, Laporan Investigasi, Dokumenter, dan Teknik Editing*. Prenadamedia Group.
- Geyser, W. (2021, October 10). *Influencer Marketing Hub*. Diambil kembali dari influencermarketinghub.com: <https://influencermarketinghub.com/what-do-influencer-marketing-agencies-do/#toc-0>
- Gray, A. (2014). *Brilliant Social Media How to Start, Refine and Improve Your Social Media Business Strategy*. Pearson Education Limited.
- Hall, B. (2015). *Understanding Cinematography*. Thre Crowood Press Ltd.
- Kartawiyudha, P., Wuryanto, B. A., & Cendekia, D. (2017). *Menulis Cerita Film Pendek: Sebuah Modul Workshop Penulisan Skenario Tingkat Dasar*. Kementerian Pendidikan dan Kebudayaan.
- Keller, K. L., & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson International Content.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Educated Limited.
- Kriyanto, R. (2016). *Public Relations Writing: Teknik Produksi Media Public Relations dan Publisitas Korporat*. Kencana.

- Prince, S. (2014). *Movies and Meaning: An Introduction to Film*. Pearson Education Limited.
- Rifai, D., Astriyani, E., & Indria, U. (2018). Pembuatan Video Company Profile Sebagai Penunjang Informasi dan Promosi pada PT. Daiichi Elevator Indonesia. *Technomedia Journal*, 3(1), 98-109. <https://doi.org/doi.org/10.33050/tmj.v3i1.384>
- Setyawan, H. (2015). *Buku Ajar Editing*. AKINDO (Akademi Komunikasi Indonesia).
- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan Promosi*. Salemba Empat.
- Sunarya, L., Febriant, M., & Salsabil, Q. (2023). Media Video Company Profile Sebagai Sarana Informasi dan Promosi Pada PT Putra Karya Jasa Usaha. *Journal CERITA*, 9(1), 72-86. <https://doi.org/oi.org/10.33050/cerita.v9i1.2661>
- Sunarya, L., Saputra, H. S., & Rahmadhiani, D. (2017). Perancangan Video Profile Pada SMK Islamic Village Karawaci Kabupaten Tangerang. *SENSI Journal*, 3(2), 160-172. <https://doi.org/doi.org/10.33050/sensi.v3i2.769>
- Valentiono, D. E., & Muhamad, J. H. (2020). Perancangan Video Company Profile pad Hotel de Java Bandung. *TEMATIK*, 7(1), 1-20. <https://doi.org/doi.org/10.38204/tematik.v7i1.285>
- Waddington, T. (2021). *Exploring Public Relations and Management Communication*. Pearson Educated Limited.
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations Strategies and Tactics*. Pearson Education Limited.

