

## DAFTAR PUSTAKA

- Baehr, E., & Loomis, E. (2015). *Get Backed: Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams*. Harvard Business Review Press.
- Bimo Nugroho, R. (2023). *Peran Junior Videographer di PT. Bekantan Rumah Produksi*.
- Britannica, T. E. of Encyclopaedia. (2024). *art -- Britannica Online Encyclopedia*. 1. <https://www.britannica.com/art/visual-arts>
- Grand Canyon University. (2022, March 22). *What Is a Producer and How Can You Become One?* <https://www.gcu.edu/blog/performing-arts-digital-arts/what-producer-and-how-can-you-become-one>
- Jafari, S. M., Sepora, T., & Mahadi, T. (2014). *The Language of Advertisement and Its Features and Characteristics: Investigating The Issue From a Deeper View*. 4, 9–14. [www.tjprc.org](http://www.tjprc.org)
- Muhamad, R., Permana, T., Malik, M., Rohandi, A., & Nugraha, Y. D. (2021). New Business Model For Creative Agency Through Influencer Marketing. *Bisnis: Performa*, 18(2). <https://doi.org/10.29313/performa.v17i1.8101>
- Namugenyi, C., Nimmagadda, S. L., & Reiners, T. (2019). Design of a SWOT analysis model and its evaluation in diverse digital business ecosystem contexts. *Procedia Computer Science*, 159, 1145–1154. <https://doi.org/10.1016/j.procs.2019.09.283>
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. John Wiley & Sons, Inc.
- Prabowo, J. (2019). *Bekantan Creative*. [bekantancreative.com](http://bekantancreative.com)
- Prabowo, J. (2020). *Credential Perusahaan*.