

DAFTAR PUSTAKA

Buku

- Anggarini, A. (2021). *Desain Layout*. PNJ Press.
- Kotler, P., Armstrong, G. M., & Parment, A. (2016). *Principles of Marketing*. Pearson.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Prentice Hall.
- Munir, (2013). *MULTIMEDIA dan Konsep Aplikasi Dalam Pendidikan*. Bandung: Penerbit Alfabeta.
- Plattner, H., Meinel, C., & Leifer, L. (Eds.). (2015). *Design Thinking Research: Making Design Thinking Foundational*. Springer International Publishing.
- Sugiyono, (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Tjiptono, F., & Chandra, G. (2018). *Pemasaran Strategik* (3rd ed.). Andi Offset.
- Wheeler, A. (2013). *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. Wiley.
- Wheeler, A., (2018). *Designing Brand Identity*. John Wiley and Sons Inc., Hoboken New Jersey.
- Zeegen, Lawrence. (2009). *What is Illustration?*. Route Swissw: Rotovision.

Artikel

- Arifin, Y. (2016). *PENGENALAN TENTANG PERSONA*. School of Computer Science | BINUS University. Retrieved March 21, 2024, from <https://socs.binus.ac.id/2016/12/28/pengenalan-tentang-persona/>
- Universitas Bina Nusantara. (2023). *VALIDASI PASAR*. School of Computer Science | BINUS University. Retrieved June 16, 2024, from <https://binus.ac.id/entrepreneur/2023/04/17/validasi-pasar/#:~:text=Validasi%20pasar%20adalah%20proses%20untuk,berhasil%20di%20pasaran%20atau%20tidak.>

Website

- Adani, M. R. (2023). *UI UX Designer: Pengertian, Tugas, Skill, dan Jenjang Karier*. Sekawan Studio. Retrieved May 31, 2024, from <https://sekawanstudio.com/blog/ui-ux-designer/>
- Anggie, H. (2023). *Konser Dewa 19 Di Stadion GBK Disaksikan 85 Ribu Orang, Hadirkan 30 Lagu Dengan Durasi Tiga Jam di Atas Panggung*. YouTube: Home. Retrieved March 8, 2024, from <https://www.liputan6.com/showbiz/read/5369100/konser-dewa-19-di-stadion-gbk-disaksikan-85-ribu-orang-hadirkan-30-lagu-dengan-durasi-tiga-jam-di-atas-panggung?page=2>
- Annur, C. M. (2023). *Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023*. Databoks. Retrieved March 18, 2024, from <https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>
- Bryant, K., (2016). *Rounded Corners and Why They Are Here to Stay*. Retrieved May 31, 2024, from <https://designmodo.com/rounded-corners/>
- Byttebier, T., (2017). *Mood boards in a content-first design process*. Retrieved May 31, 2024, from <https://thomasbyttebier.be/blog/mood-boards-in-a-content-first-design-process>
- CNBC Indonesia. (2023). *Fenomena: Warga RI Habisin Duit untuk Konser-Nginep di Hotel*. CNBC Indonesia. <https://www.cnbcindonesia.com/research/20230916102307-128-473001/fenomena-warga-ri-habisin-duit-untuk-konser-nginep-di-hotel>
- Fadhil. (2022). *MAU NONTON KONSER, TAPI ENGGAK PUNYA TEMEN? KINI LO BISA NONTON KONSER BARENG 'JOIN DONG'*. Froyonion.com. Retrieved March 8, 2024, from <https://www.froyonion.com/news/civs/mau-nonton-konser-tapi-enggak-punya-temen-kini-lo-bisa-nonton-konser-bareng-join-dong>

- The Investopedia Team. (2024). *Target Market: Definition, Purpose, Examples, Market Segments*. Investopedia.
<https://www.investopedia.com/terms/t/target-market.asp>
- Jakpat. (2023). *Music Concert Trends 2023*. Jakpat. Retrieved March 8, 2024, from <https://blog.jakpat.net/music-concert-trends-2023/>
- Moreno, L., (2023). *Fundamentals of iconography in user interface design (UI)*. Retrieved May 31, 2024, from <https://uxdesign.cc/fundamentals-of-iconography-in-user-interface-design-ui-ac5e51bee55c>
- Munir, M. (2023). *BI Mencatat, Konser Musik dan Olahraga Jadi Penopang Pertumbuhan Ekonomi di Indonesia dan Jakarta*. Berita Nasional. Retrieved March 8, 2024, from <https://wartakota.tribunnews.com/2023/11/15/bi-mencatat-konser-musik-dan-olahraga-jadi-penopang-pertumbuhan-ekonomi-di-indonesia-dan-jakarta>
- Putri, A. A. (2023). *Rata-Rata Pendapatan Gaji di Indonesia 2023*. Goodstats. Retrieved March 20, 2024, from <https://data.goodstats.id/statistic/adelandilaa/rata-rata-pendapatan-gaji-di-indonesia-2023-68Yxg>
- Ramotion. (2024). *Enhancing UX with the Right Typography in App Design*. Retrieved May 31, 2024, from <https://www.ramotion.com/blog/typography-in-app-design/>
- Rosalina, D. (2023). *Kenapa harus ke konser, manfaat konser musik*. CXO Media. Retrieved March 8, 2024, from <https://www.cxomedia.id/science/20230627160544-43-178996/ini-alasan-kenapa-kamu-harus-pergi-ke-konser-musik-setidaknya-sekali>
- Rosyda. (2021). *Pengertian BEP: Dasar-Dasar, Elemen Penyusun, dan Cara Menghitung*. Gramedia. Retrieved March 12, 2024, from <https://www.gramedia.com/literasi/pengertian-bep/>

Tempo.co & Ira, L. (2024). *Mengenal Apa Itu Platonic Relationship dan Karakteristiknya*. Wikipedia.

<https://gaya.tempo.co/read/1844228/mengenal-apa-itu-platonic-relationship-dan-karakteristiknya>

Yonatan, A. Z. (2023). *10 Negara dengan Pengguna Jenis Media Sosial Terbanyak 2023*. Retrieved March 9, 2024, from

<https://data.goodstats.id/statistic/agneszeffanyayonatan/10-negara-dengan-pengguna-jenis-media-sosial-terbanyak-2023-JMsOo>

Yuniar, N. (2023). *Prediksi tren "healing" tahun 2023, nonton konser salah satunya*. Retrieved March 8, 2024, from

<https://www.antaranews.com/berita/3336516/prediksi-tren-healing-tahun-2023-nonton-konser-salah-satunya>

Yuniar, N. (2023). *Prediksi tren "healing" tahun 2023, nonton konser salah satunya*. Retrieved March 8, 2024, from

<https://www.antaranews.com/berita/3336516/prediksi-tren-healing-tahun-2023-nonton-konser-salah-satunya>

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA