

## Daftar Pustaka

- [AC Compacta Font Image]. (n.d.). <https://www.fonts100.com>. Retrieved 11 March, 2024
- Alamsyahrullah, M. (2021). PENGARUH POSTER FILM DALAM PELUNCURAN SEBUAH FILM. *Askara: Jurnal Seni dan Desain*, 1 – 5, 11(2). <https://doi.org/10.22477/ja.v11i1.12573>
- Anderson, G., (2016). Experiment with design. In *The Graphic Design Idea Book* (pp. 6 – 9). Laurence King Publishing
- Argel, B. (2016). *ASPHALTIC GRAIN CONDENSED*. 1001 Fonts. <https://www.1001fonts.com/asphaltic-grain-condensed-perso-font.html>. Retrieved 11 March, 2024
- Bordwell, D., Thompson, K., & Smith, J. (2024). The Assembly Phase. In *Film Art An introduction: Thirteenth Edition* (pp. 1 – 6). MCGraw Hill LLC
- Circar, V. (2015). Graphic Design and the Gist of It. In *An Introduction to Graphic Design* (pp 1 – 5). Atria Publishing
- Djamaly, M. F., Djumarno, D., Astini, R. ., & Asih, D. . (2023). LITERATURE REVIEW: PERAN MEDIA SOSIAL DALAM PEMASARAN FILM INDONESIA: ANALISIS KEPUASAN DAN NIAT BELI PENONTON. *SCIENTIFIC JOURNAL OF REFLECTION : Economic, Accounting, Management and Business*, 6(3), 647-650. <https://doi.org/10.37481/sjr.v6i3.706>
- Fajar, M. (2020). Strategi Dalam Distribusi Dan Eksibisi Film untuk kebutuhan Promosi Film. *Jurnal UPNYK: Jurnal Ilmu Komunikasi*, 134 – 136, 14(1). <https://doi.org/10.24578/jik.v14i1.10011>
- Firmansyah, M. A. (2020). Komunikasi Pemasaran beserta Model Pemasaran. In M. A. Firmansyah, *Komunikasi Pemasaran* (pp. 1 - 5). Qiara Media.
- Gendra, F. (2018). Pemasukan Film Festival dan Syaratnya. In *Tata Kelola Festival Seni Pertunjukkan* (pp. 12 – 19). ISI PRESS.
- GÜZEL, S. (2023). Semiotic analysis of fresh movie poster . *RumeliDE* , 1(32), 3–6. <https://doi.org/10.29000/rumelide.1252905>
- Harris, W. (2014). Graphic Design and the elements. In *The Meaning and The Words : Graphic Design* (pp 12 – 15).Pocket Publishing

- Hendric, J. (2015). Profit of Publicity in Making Films. In *The Publicity Greatest Lie* (pp 1 – 6). Macmillan Publishing
- .Hidayat, T. P. (2023). PERAN PENTING PALET WARNA DAN SEMIOTIKA DALAM INTERPRETASI POSTER FILM. *TUTURRUPA*, 5(1), 34–38.  
<https://doi.org/10.24167/tuturrupe.v5i1.10739>
- Horváth, Á. (2018). Movie Trailer Types And Their Effects On Consumer Expectations. *International Journal of Business and Management Invention*, 17(1), 1 – 5.
- Iswahyuningtyas, C. E. (2021). Strategi Dan Tantangan Dalam Distribusi Dan Eksibisi Film. *Jurnal Komunikasi*, 13(1), 12-14.  
<https://doi.org/10.24912/jk.v13i1.10033>
- Johnston, K. M., Vollans, E., & Greene, F. L. (2016). Watching the trailer: Researching the film trailer audience. *Participations: Journal of Audience & Reception Studies*, 13(2), 3–7.
- Krebs, H. (2019). Effectful advertising? Film trailers and their relevance for prospective audiences. In *The Film trailers: The Concept of Advertising* (pp 1 – 5). Goldman.
- Mardiyanto, D., & Giarti, G. (2019). ANALISIS STRATEGI KOMUNIKASI PEMASARAN (Studi Kasus Strategi Komunikasi Pemasaran Merchandise di Kedai Digital 8 Solo). *Jurnal Ilmiah Edunomika*, 3(01), 1–4.  
<https://doi.org/10.29040/jie.v3i01.470>.
- Mutiara, S., Hermansyah, T., & Nasichah, N. (2023). Strategi Komunikasi Pemasaran Terpadu pada Pada Promosi Film Nanti Kita Cerita Tentang Hari Ini. *Jurnal Ilmu Komunikasi Dan Media Sosial*, 3(1), 1–5.  
<https://doi.org/10.47233/jkomdis.v3i1.529>
- Oja, M. (2019). On the concept of the deceptive trailer: Trailer as paratext and multimodal model of film. *Sign Systems Studies*, 47(1/2), 1–4.  
<https://doi.org/10.12697/sss.2019.47.1-2.07>
- [Optic Compit Font Image]. (n.d.).<https://www.whatfontis.com>. Retrieved 11 March, 2024
- Patria, A. S., Kristiana, N., & Aryanto, H. (2019). Comedy Film Posters in the 70's Era: Content Analysis of Changing Trends. Proceedings of the Social Sciences, Humanities and Education Conference (SoSHEC 2019), 1(11), 1–3. <https://doi.org/10.2991/soshec-19.2019.37>
- Pooranalingam, S. (2024). Film Poster Design: Understanding Film Poster Designs and the Compositional Similarities within specific genres. *Spectrum*, 12, 1–7.

<https://doi.org/10.29173/spectrum216> .

- Pranawukir, I, Misnan, & Alamsyah. (2022). Komunikasi Pemasaran Dengan Strategi Promosi Bioskop CGV Central Park Untuk Menarik Minat Penonton. *Cakrawala Jurnal Humaniora dan Sosial*, 22(2), 95 - 97. <https://doi.org/10.31294/jc.v22i2.14027>
- Purnomo, Z. V. (2015). PRODUCT PLACEMENT: FILM, PROGRAM TELEVISI, VIDEO GAMES, ATAU MUSIK ? *Competence: Journal of Management Studios*, 9(1), 100–102. <https://doi.org/10.21107/kompetensi.v9i1.1417>
- Rahma, L. I., & Utami, L. R. (2021). Analisis Makna Desain Font Judul Film dalam Poster sebagai Media Promosi. *Visual Heritage*, 4(1), 1–5. <https://doi.org/10.30998/vh.v4i1.1072>
- Rahmanida, A. M. (2021). Analisis Perancangan Visual Poster Film “Kucumbu Tubuh Indahku.” *Jurnal UPH: Jurnal Desain Komunikasi Visual*, 1(1), 2–4
- Stokmans, M. (2020). Effectiveness of promotional film posters. In *The Promotional Materials for Upcoming Events: Second edition* (pp 1 – 6). Press Publishings
- Vogel, A. (2023). Film Festivals and Festivalization. In *Cinema and the Festivalization of capitalism: The experience-makers* (pp. 10 – 15). BRILL.
- Widyastuti, S. U. (2019). Meaning Construction In Porn Film. *Garuda*, 3(3), 7–10.
- Zjilstra, T. (2015). The Poster Film Mayhem. In *The Return of the Movie Poster Art (1st ed.)* (pp 8 -10). VU University Amsterdam.

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A