

## DAFTAR PUSTAKA

### Buku

- Badan Pusat Statistik. (2022). *Statistik E-Commerce*. Badan Pusat Statistik.
- Bowdery, R. (2008). *Basic Advertising 01: Copywriting*. AVA Publishing SA.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). 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*. Rockport Publishers.
- Gregory, A. (2010). *Planning and Managing Public Relations Campaigns* (3rd ed.). Kogan Page Limited.
- Landa, R. (2010). *Advertising by Design* (2nd ed.). John Wiley & Sons, Inc.
- Landa, R. (2014). *Graphic Design Solutions, Fifth Edition*. Clark Baxter.
- Letcher, T. (2020). *Plastic Waste and Recycling: Environmental Impact, Societal Issues, Prevention, and Solutions*. Academic Press.
- Karyadi, B. (2017). *Fotografi: Belajar Fotografi*. NahlMedia.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education Limited.
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC: Principles & Practice*. Pearson Education, Inc.
- Präkel, D. (2010). *The Fundamentals of Creative Photography*. AVA Publishing SA.
- Santosa, S. (2009). *Creative Advertising: Petunjuk Teknis Mempersiapkan Iklan Cetak dan Elektronik dengan Efisien*. Elex Media Komputindo.
- Sugiyama, K., & Andree, T. (2011). *The Dentsu Way*. The McGraw-Hill Companies, Inc.
- Venus, A. (2019). *Manajemen Kampanye*. Simbiosis Rekatama Media.

### Jurnal

- American Society of Plastic Industry. (1988). Kode resin untuk plastik daur ulang.

- Anshor, A. H. (2022). Strategi Pengembangan E-Commerce Dalam Rangka Memajukan UMKM Untuk Pembangunan Berkelanjutan. *Prosiding SAINTEK: Sains dan Teknologi*, 340.
- Chopra, N., Satyan, D., & Sahni, H. (2022). Evaluating Bubble Wrap and Proposing Post-consumer Textile Waste as Alternative Material: A Review. *International Journal of Innovation and Business Strategy (IJIBS)*.
- Cordova, M. R. (2021). Study on Macro and Microplastics Debris in Indonesian Water: Current Condition and Problem. 25.
- Harahap, D. A., & Amanah, D. (2018). Perilaku Belanja Online di Indonesia. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 195. Diambil kembali dari <https://journal.unj.ac.id/unj/index.php/jrmsi/article/view/6005>
- Katadata Insight Center. (2021). *Status Literasi Digital di Indonesia 2021*. Katadata Insight Center.
- Kredivo & Katadata Insight Center. (2023). *Laporan Perilaku Konsumen e-Commerce Indonesia 2023: Pemulihan Ekonomi dan Tren Belanja Pasca Pandemi*.
- Lewis, H., Fitzpatrick, L., Verghese, K., Sonneveld, K., & Jordon, R. (2007). Sustainable Packaging Redefined . *Sustainable Packaging Alliance*.
- Marbun, A. P., Ainin, A., NKD, A. E., Nabila, D. T., Samara, G. A., Sani, M. A., ... & Erwandi, D. (2021). Upaya Penggantian Sampah Plastik dalam Pengemasan Komoditi Online Shop oleh Pelaku UMKM. *Jurnal Pengabdian Kesehatan Masyarakat (Pengmaskesmas)*, 1(2).
- Purba, M. A. (2019). Analisis Penerapan SAK EMKM pada Penyusunan Laporan Keuangan UMKM di Kota Batam. *Jurnal Akuntansi Barelang*.
- Purwaningrum, P. (2016). Upaya Mengurangi Timbulan Sampah Plastik di Lingkungan. *JTL*.

### Website

- Agustin, M. (2022, Januari 13). 'Waste Down Beauty Up', Upaya Sociolla dalam Mengurangi Sampah Industri Kecantikan. Retrieved from BeautyJournal.id: <https://journal.sociolla.com/beauty/sociolla-waste-down-beauty-up>
- CNN Indonesia. (2020, Mei 24). *LIPI: Sampah Plastik Paket Belanja Online Meningkat Saat PSBB*. Retrieved from CNN Indonesia:

<https://www.cnnindonesia.com/teknologi/20200524154702-199-506483/lipi-sampah-plastik-paket-belanja-online-meningkat-saat-psbb>

MUNBYN Team. (2023, Februari 9). *Honeycomb Paper vs Bubble Wrap: Which is Better?* Retrieved from Munbyn: <https://munbyn.com/blogs/build-your-business/honeycomb-paper-vs-bubble-wrap-which-is-better>

*Paper vs traditional bubble wrap: Everything you need to know.* (2022, September 13). Retrieved from Swiftpak: <https://www.swiftpak.co.uk/insights/paper-wrap-vs-traditional-bubble-wrap>

Quito, A. (2022, April 22). *Bubble wrap, kitchen cling wrap, and plastic polybags pollute our oceans more than we realize.* Retrieved from Quartz: <https://qz.com/2151074/the-environmental-impact-of-bubble-wrap-and-plastic-cling>

Rayadi, M. P. (2022, Maret 30). *Miris Banyak Orang yang Kirim Barang Gunakan Bubble Wrap, Pegiat Lingkungan Berikan Alternatif.* Retrieved from Pikiran Rakyat: <https://www.pikiran-rakyat.com/gaya-hidup/pr-014112887/miris-banyak-orang-yang-kirim-barang-gunakan-bubble-wrap-pegiat-lingkungan-berikan-alternatif>

UMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA