

DAFTAR PUSTAKA

Buku

- Elliot, I. (2004). *Batik: Fabled Cloth of Java*. Singapura: Berkeley Books.
- Fletcher, K. (2014). *Sustainable Fashion and Textiles: Design Journeys (2nd ed.)*. Inggris: Routledge.
- Hodgson, M. (2010). *Recycling and Redesigning Logos*. Amerika Serikat: Rockport Publishers.
- Keller, K. (2013). *Strategic Brand Management (4th ed.)*. Inggris: Pearson Education, Inc.
- Landa, R. (2011). *Graphic design solutions (4th ed.)*. Amerika Serikat: Cengage Learning.
- Landa, R. (2019). *Graphic design solutions (6th ed.)*. Amerika Serikat: Cengage Learning.
- Prayitno, T. (2010). *Mengenal Produk Nasional Batik dan Tenun*. Semarang: Alprin.
- Suwardikun, D. (2000). *Merubah Citra Melalui Perubahan Logo*. Bandung: ITB Library.
- Wheeler, A. (2018). *Designing brand identity: An essential guide for the whole branding team (5th ed.)*. Hoboken, New Jersey: John Wiley & Sons, Inc.

Website

- Interaction Design Foundation. (n.d.). (2021). *Understanding Early Adopters and Customer Adoption Patterns*. Interaction Design Foundation. <https://www.interaction-design.org/literature/article/understanding-early-adopters-and-customer-adoption-patterns>

- Nugroho. H. (2020, Februari 28). *Pengertian Motif Batik dan Filosofinya*. Kementerian Perindustrian Republik Indonesia. https://bbkb.kemenperin.go.id/index.php/post/read/pengertian_motif_batik_dan_filosofinya_0
- THEBATIK. (n.d.). *Batik Indonesia: Keterangan Dan Penjelasan*. THEBATIK. <https://thebatik.co.id/batik-indonesia/>
- UNESCO. (n.d.). *Cultural Selection: "Batik for the World" Exhibition at UNESCO*. UNESCO. <https://en.unesco.org/silkroad/content/cultural-selection-batik-world-exhibition-unesco>



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA