

DAFTAR PUSTAKA

Buku

- Adhi Kusumastuti, P. A. (2020). *Metode Penelitian Kuantitatif*. Yogyakarta: Deepublish.
- Agus Salam, M. (2023). *METODE PENELITIAN KUALITATIF*. Sumatera Barat: CV. AZKA PUSTAKA.
- Eni Harmayani, U. S. (Yogyakarta). *Makanan tradisional Indonesia*. 2017: Gadjah Mada University Press.
- Gavin Ambrose, P. H. (2015). *The Layout Book*. New York: Bloomsbury USA Children's Books.
- I Made Marthana Yusa, D. P. (2023). *BUKU AJAR DESAIN KOMUNIKASI VISUAL (DKV)*. (E. Efitra, Ed.) Jambi: PT. Sonpedia Publishing Indonesia.
- Karyadi, B. (2017). *FOTOGRAFI*. Bogor: NahlMedia.
- Kusnadi. (2018). *Dasar Desain Grafis*. Tasikmalaya: EDU Publisher.
- Landa, R. (2014). *Graphic Design Solutions, Fifth Edition*.
- Male, A. (2019). *The Power and Influence of Illustration: Achieving Impact and Lasting Significance Through Visual Communication*. Los Angeles: Bloomsbury USA Children's Books.
- Male, A. (2023). *Illustration: A Theoretical and Contextual Perspective*. Los Angeles: Bloomsbury USA Children's Books.
- Philip Kotler, W. P. (2010). *Ingredient Branding: Making the Invisible Visible*. London: Springer.
- Rob Carter, S. M. (2018). *Typographic Design: FORM AND COMMUNICATION*. Canada: John Wiley & Sons, Inc., Hoboken, New Jersey. Published.
- Samara, T. (2014). *Design Elements, 2nd Edition, Understanding the Rules and Knowing when to Break Them - Updated and Expanded*. United States of America: Rockport Publishers.
- Samara, T. (2023). *Making and Breaking the Grid, Third Edition*. New York: Rockport Publishers.
- Sutanto, S. M. (2020). *Buku Ajar Konsep Desain dan Ilustrasi*. Indonesia: Penerbit Universitas Ciputra.

Verrell, M. A. (2023). Perancangan Ulang Identitas Visual Teh Pagi. *Bachelor Thesis thesis, Universitas Multimedia Nusantara. .*

Wheeler, a. (2013). *Designing brand identity: an essential guide for the whole branding team*. United States of America: John Wiley & Sons, Inc., Hoboken, New Jersey.

Website

Color Psychology: A Guide For Designer, Marketers & Students. (2024, Mei 10). Retrieved from Color Psychology: <https://www.colorpsychology.org/>

peruri, S. (2023, April 06). *Dorong Kesempatan Ekspor Bagi UMKM, Peruri Ajak Mitra Binaan Pamerkan Produknya di Singapura*. Retrieved from Peruri: <https://www.peruri.co.id/korporasi/blog/detail/dorong-kesempatan-ekspor-bagi-umkm-peruri-ajak-mitra-binaan-pamerkan-produknya-di-singapura>

Sari, Y. M. (2020, Mei 10). Kue Semprong Diperkenalkan Bangsa Portugis hingga Jadi Sajian Lebaran. Retrieved February 02, 2024, from <https://food.detik.com/info-kuliner/d-5008298/kue-semprong-diperkenalkan-bangsa-portugis-hingga-jadi-sajian-lebaran>

Statik, B. P. (2024, Februari 2). *Badan Pusat Statistik Provinsi DKI Jakarta*. Retrieved from Badan Pusat Statistik Provinsi DKI Jakarta: <https://jakarta.bps.go.id/indicator/6/453/1/rata-rata-upah-gaji-bersih-sebulan-pekerja-formal-menurut-kabupaten-kota-dan-lapangan-pekerjaan-utama-rupiah-di-provinsi-dki-jakarta.html>

Statik, B. P. (2024, Mei 7). *Rata-Rata Upah/Gaji (Rupiah), 2024*. Retrieved from Badan Pusat Statistik: <https://www.bps.go.id/id/statistics-table/2/MTUyMSMy/rata-rata-upah-gaji--rupiah-.html>

Statik, B. P. (2023, Desember 28). *Rata-rata Upah/Gaji Bersih Sebulan Buruh/Karyawan/Pegawai Menurut Provinsi dan Jenis Pekerjaan Utama, 2023*. Retrieved from Badan Pusat Statistik: <https://www.bps.go.id/id/statistics-table/1/MjIzMyMx/rata-rata-upah-gaji-bersih-sebulan-buruh-karyawan-pegawai-menurut-provinsi-dan-jenis-pekerjaan-utama--2023.html>

Jurnal

Grasheli Kusuma Andhini, F. Q. (2022). The Importance of Brand Stories towards Brand. *The Winners*, 143-152.

Ramadayanti, F. (2019). Peran Brand Awereness Terhadap Keputusan Pembelian Produk. *Jurnal Studi Manajemen dan Bisnis*, 78-83.

Internet

Barat, R. j. (2023, Juni 20). *Sukses, Perajin Kue Semprong Karawang*. Retrieved from Youtube: <https://www.youtube.com/watch?v=hs9vsFPFMaU>

Karawang, H. (2021, Mei 20). *SEMPRONG KERUCUT AMOUNDY*. Retrieved from Youtube: <https://www.youtube.com/watch?v=6vTrJI1U9LY>

Tama, D. (2021, Mei 20). *SEMPRONG ASLI KARAWANG YANG RENYAH : OLEH OLEH KARAWANG*. Retrieved from Youtube: <https://www.youtube.com/watch?v=ZP-zkULRBuI>

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA