DAFTAR PUSTAKA

Buku

Adams, S., & Helfand, J. (2017). *The Designer's Dictionary of Color* (p. 13).

Alexandrescu, M.-B., & Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*, *23*(4), 268–274. https://doi.org/10.2478/raft-2018-0033

Ambrose, G., & Harris, P. (2011). Basics Design 02: Layout. In *Design* (2nd Editio). AVA Publishing SA.

Ardhi, Y. (2013). *Merancang media promosi unik dan menarik*. Taka.

Branson, S. (2020). *UX/UI Design: Introduction Guide To Intuitive Design and User-friendly Experience*. Steven Branson.

Creswell, J. W., & Creswell, J. D. (2018). Mixed Methods Procedures. In *Research Defign: Qualitative, Quantitative, and Mixed M ethods Approaches*.

Dabner, D., Stewart, S., & Vickress, A. (2020). Graphic Design School: The principles and practice of graphic design. In *Quarto Publishing plc.* (7th ed., Issue 1). Quatro Publishing plc.

Filipiuk, M. (2022). *UI Design Principles: Learn to create beautiful and usable interfaces from scratch*. 323.

Graver, A., & Jura, B. (2012). *Best Practices for Graphic Designer: Grids and Page Layouts — An Essential Guideline For Understanding & Applying Page Design Principles*. Rockport Publisher.

Griffey, J. (2019). Introduction to Interactive Digital Media. In *Introduction to Interactive Digital Media*. https://doi.org/10.4324/9780429053658

Kotler, Keller, K. L., Brady, M., Victor Goodman, M. R., & Hansen, T. (2019). Marketing management 4th European edition. In *Soldering & Surface Mount Technology* (Vol. 13, Issue 3).

Kotler, P. (2003). *Marketing Insights From A to Z: 80 Concepts Every Manager Needs to Know*. John Wiley & Sons, Inc.

Landa, R. (2010). *Advertising by Design Generating And Designing Creative Ideas Across Media* (2nd ed.). John Wiley & Sons.

Landa, R. (2014). Graphic Design Solutions. In *Journal of Chemical Information and Modeling* (5th ed.). Wadsworth Cengage Learning.

Mullin, R. (2018). *Promotional Marketing* (2nd ed.). Routledge.

Nalendra, A. R. A. (2021). Stastitika Seri Dasar Dengan SPSS. In *Media Sains Indonesia : Bandung*.

Sherin, A. (2012). Design Elements : Color Fundamentals. *Rockport Publishers*, 160.

about-it/

Sugiyama, K., & Andree, T. (2011). *The Dentsu Way*. McGraw Hill.

Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. ALFABETA.

Supriyono, R. (2010). *Desain Komunikasi Visual Teori dan Aplikasi* (1st ed.). ANDI.

Tondreau, B. (2019). *Layout Essentials 100 Design Principles for Using Grids*. Rockport Publisher.

Jurnal

Chebat, J. C., Sirgy, M. J., & Grzeskowiak, S. (2010). How can shopping mall management best capture mall image? *Journal of Business Research*, *63*(7), 735–740. https://doi.org/10.1016/j.jbusres.2009.05.009

International Council of Shopping Center. (2017). *U.S. Shopping-Center Classification and Characteristics*. 1–1. https://www.icsc.com/uploads/research/general/US_CENTER_CLASSIFICATION.pdf

Išoraitė, M. (2018). Brand Image Development. *Ecoforum*, *7*(1).

Presiden Republik Indonesia. (2021). Peraturan Pemerintah Republik Indonesia Nomor 29 Tahun 2021 Tentang Penyelenggaraan Bidang Perdagangan.

Penyelenggaraan Bidang Perdagangan, *085147*, 1–124.

Republik Indonesia. (2021). Peraturan Pemerintah Republik Indonesia Nomor 29
Tahun 2021 Tentang Penyelenggaraan Bidang Perdagangan.
Penyelenggaraan Bidang Perdagangan, *085147*, 1–124.

Website

Alessandrina, D. (2021). *Pascapandemi COVID-19, Mall Harus Punya Konsep
Baru*. Marketeers. https://www.marketeers.com/pascapandemi-covid-19-
mall-harus-punya-konsep-baru/

Asosiasi Pengelola Pusat Perbelanjaan Indonesia DPD DKI Jakarta. (n.d.). *Pluit
Junction*. https://www.jakartashoppingcenter.com/member.php?i=64&area=3

Khandelwal, M. (2023). *The Power of Beta Testing: Collecting Pre-Launch
Customer Feedback*. SurveySensum.
https://www.surveysensum.com/blog/pre-launch-customer-feedback

Rimmer, K. (2023). *Design Trend: Bright and Bold Colors*. Envanto.
https://elements.envato.com/learn/bright-and-bold-color-design-trend-
templates

Stevens, E. (2023). *Flat Design 101: Everything you need to know*. UX Design
Institute. https://www.uxdesigninstitute.com/blog/flat-design-everything-
about-it/

Svaiko, G. (2023). *Font Psychology: Here's Everything You Need to Know About
Fonts*. Design Modo. https://designmodo.com/font-psychology/

Velicia. (2022). *Inovasi dan Kreasi demi Menghidupkan Mal Sepi*. Kompas.
https://www.kompas.id/baca/metro/2022/10/15/jatuh-bangun-mal-di-jakarta

World Health Organization. (n.d.). *Adolescent health in the South-East Asia
Region*. https://www.who.int/southeastasia/health-topics/adolescent-health