

## DAFTAR PUSTAKA

- Aisyah, S., Ali, Y., & Sudarso, A. (2021). *Dasar-dasar periklanan*. Yayasan Kita Menulis.
- Haire, J.A., & Lobel, G.M. (2022). *Keys to the production office: Unlocking success as an office production assistant in film & television*. Routledge.
- Rodgers, S., & Thorson, E. (2019). *Advertising theory*. Routledge.
- Sadasri, M.L., & Kumalaningtyas, N. (2018, Desember 21). Citra tubuh positif perempuan dalam iklan video vigital (Studi femvertising pada iklan Dive Real Beauty). *Jurnal Ilmu Komunikasi*, 1(2), 62-73.
- Wales, L.M. (2017). *The complete guide to film and digital production*. Taylor and Francis.

UMMN

UNIVERSITAS  
MULTIMEDIA  
NUSANTARA