

## 6. DAFTAR PUSTAKA

- Arens, W. F., Weigold, M. F., & Arens, C. (2014). *Contemporary Advertising and Integrated Marketing Communications*. Edisi ke-14. United States: McGraw-Hill.
- Belch, G. E., & Belch, M. A. (2020). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (Edisi ke-12). United States: McGraw-Hill Education.
- Bordwell, D., & Thompson, K. (2019). *Film Art: An Introduction* (Edisi ke-12). United States: McGraw-Hill.
- Cousins, J. (2010). *Food and Beverage Management* (Edisi ke-4). United Kingdom: Goodfellow Publishers.
- Dyer, R. (1982). *Stars*. United Kingdom: British Film Institute.
- Goldsmith, L., & Gesthuizen, E. (2018). *Creative Producing for Film and TV*. United States: Routledge.
- Goldsmith, L., & Gesthuizen, E. (2018). *Creative Producing for Film and TV*. United States: Routledge.
- Monaco, J. (2009). *How to Read a Film: Movies, Media, and Beyond* (Edisi ke-4). United States: Oxford University Press.
- Rabiger, M. (2015). *Directing: Film Techniques and Aesthetics* (Edisi ke-5). United States: Focal Press.
- Sibley, B. (2018). *Writing and Producing Commercials* (Edisi ke-3). United Kingdom: Bloomsbury Academic
- Smith, P. R. (2015). *Marketing Communications: Integrating Offline and Online with Social Media* (Edisi ke-6). United Kingdom: Kogan Page.
- Smith, P. R., & Taylor, J. (2010). *Marketing Communications: A Brand Narrative Approach* (Edisi ke-5). United Kingdom: Kogan Page.
- Sutherland, M., & Sylvester, A. K. (2000). *Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why* (Edisi ke-2). United Kingdom: Allen & Unwin.
- Van Sijll, J. (2005). *Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know*. United States: Michael Wiese Productions.
- Zettl, H. (2017). *Sight, Sound, Motion: Applied Media Aesthetics* (Edisi ke-8). United States: Cengage Learning.