

DAFTAR PUSTAKA

- Bateman, J. A., Wildfeuer, J., & Hiippala, T. (2017). *Multimodality: Foundations, research and analysis – A problem-oriented introduction*. De Gruyter Mouton.
- Kotler, P., & Keller, K. L. (2019). *Marketing management*. Pearson.
- Lu, Y., Xu, X., & Wang, W. (2020). The impact of artificial intelligence on digital illustration and creative industries. *Journal of Visual Communication and Image Representation*, 68, 102721.
<https://doi.org/10.1016/j.jvcir.2020.102721>
- Lundqvist, A., Liljander, V., Gummerus, J., & van Riel, A. (2019). *The impact of storytelling on the consumer brand experience: The case of a firm-originated story*. *Journal of Brand Management*, 26(1), 1–17.
- Wheeler, A. (2017). *Designing brand identity: An essential guide for the whole branding team*. Wiley.

