

DAFTAR PUSTAKA

- Arifin, A. (n.d.). *Pengenalan tentang persona*. Diakses pada 9 Maret 2025, dari <https://socs.binus.ac.id/2016/12/28/pengenalan-tentang-persona/>
- Badan Pusat Statistik. (2024). *Statistik penyediaan makanan dan minuman 2023*. Badan Pusat Statistik.
- Biznet Gio. (n.d.). *Apa itu website? Pengertian, fungsi, dan jenis-jenisnya*. Diakses pada 17 Februari 2025, dari . <https://www.biznetgio.com/news/apa-itu-website>
- Caltech Edu. (n.d.). *Scientists uncover why you can't decide what to order for lunch*. Diakses pada 5 Desember 2024, dari <https://www.caltech.edu/about/news/scientists-uncover-why-you-cant-decide-what-order-lunch-83881>
- Chapman, C. (2022, September 7). *Web layout best practices – 12 timeless ui patterns*. Toptal. <https://www.toptal.com/designers/ui/web-layout-best-practices>
- Dzikriyana. (n.d.) *Instagram ads: Cara beriklan, tips, dan biaya*. Diakses pada 9 Maret 2025, dari <https://www.revou.co/panduan-teknis/instagram-ads>
- Evans, S. (2023, Juli 18). *Importance of website imagery*. Skylark Creative. <https://skylarkcreative.co.uk/importance-of-website-imagery/#:~:text=Here%20are%20some%20key%20reasons,a%20lasting%20impact%20on%20users>
- Fauzi, H. (2024, oktober 3). *Website mobile friendly: Definisi, cara cek, & fungsinya*. RNA. <https://rna.id/blog/mobile-friendly/>
- Herco Digital. (2024, Desember 14). *Perbedaan mobile web dan mobile apps, yuk intip!*. Herco Digital. <https://www.hercodigital.id/perbedaan-mobile-web-dan-mobile-apps-keunggulan-dan-kekurangan/#:~:text=Mobile%20website%20adalah%20halaman%20berbasis,ope%20jadi%20biayanya%20lebih%20rendah>
- IDEO. (2015). *The field guide to human-centered design*. (1st ed.). np.
- Indeed. (2024, Agustus 16). *4 characteristics of a mobile-friendly website (with tips)*. Career Guide. <https://www.indeed.com/career-advice/career-development/mobile-friendly>
- Interaction Design Foundation. (2022, Mei 27). *What is visual alignment?*. Interaction Design Foundation. <https://www.interaction-design.org/literature/topics/visual-alignment>

Kotler, P., Keller, & Kevin L. (2016). *Marketing management* (15th ed.). Pearson Pretice Hall.

Kreasi Ukasah. (n.d.). *Stand pameran exhibition*. Diakses pada 9 Maret 2025, dari https://www.kreasiukasah.co.id/sewa-booth-pameran/?gad_source=1&gbraid=0AAAAADuQaShHtqKjYKGJqyT30OEsGGqZG&gclid=Cj0KCQjw7dm-BhCoARIsALFk4v_bUWMZ4KdAJRYdCVhZs_IdjdeiCaAVMyhq68tkYso-YjN7TVfsIQoaAkVkeALw_wcB

Landa, R. (2011). *Graphic design solution* (4th ed.). Wadsworth Cengage Learning.

Maruta, H. (2018). Analisis break event point (BEP) sebagai dasar perencanaan laba bagi manajemen. *JAS (Jurnal Akuntansi Syariah)*, 2(1), 9-28. <https://ejournal.isnjbengkalis.ac.id/index.php/jas/article/view/129>

Metro TV. (n.d.). *Pengguna internet di Indonesia meningkat di 2024*. Metro TV News. Diakses pada 5 Desember 2024, dari <https://www.metrotvnews.com/play/b3JCrdQA-pengguna-internet-di-indonesia-meningkat-di-2024>

Mundzir, A. (2021). *Digital marketing: Konsep dan strategi*. Penerbit Insania.

Nisa, A. C. (2023, September 5). *8 alasan penting website kamu harus mobile friendly*. Exabytes. <https://www.exabytes.co.id/blog/alasan-website-harus-mobile-friendly/>

Noviah, S. R. (2023, Juni 6). *11 kriteria website friendly yang perlu kamu ketahui*. Exabytes. <https://www.exabytes.co.id/blog/kriteria-website-friendly/>

Pavan, S. (2024, September 3). *Rounded corners vs sharp edges in ui design: What's the best for your interface?*. Zazzy Studio. <https://www.zazzy.studio/jots/rounded-corners-vs-sharp-edges>

Penirce, K. (2019, Agustus 25). *Text scanning patterns: Eyetracking evidence*. Nngroup. <https://www.nngroup.com/articles/text-scanning-patterns-eyetracking/>

Purwanto, A., & Pancawati, M. D. (2024, Agustus 26). *Bagaimana memahami perkembangan, tren, dan lanskap bisnis kuliner indonesia kini?*. Kompas. <https://www.kompas.id/baca/riset/2024/08/26/bagaimana-memahami-perkembangan-tren-dan-lanskap-bisnis-kuliner-di-indonesia-saat-ini>

Redaksi OCBC NISP. (2023, Oktober 9). *Apa itu advance payment? Ini arti, mekanisme & keuntungannya*. OCBC. <https://www.ocbc.id/id/article/2021/07/12/advance-payment-adalah>

Rizaty, M. A. (2022, Juni 3). *Pengguna aplikasi kencan bumble tembus 42 juta*

orang. Databoks. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/36da71959dd310f/pengguna-aplikasi-kencan-bumble-tembus-42-juta-orang>

Schulz, F., Schlereth, C., Mazar, N., & Skiera, B. (2021). Advance payment systems: Paying too much today and being satisfied tomorrow. *International Journal of Research in Marketing*, 38(1), 110–128. <https://doi.org/10.1016/j.ijresmar.2020.07.001>

Stylist. (n.d.) *This is why you can't decide what to eat for dinner*. Diakses pada 5 Desember 2024, <https://www.stylist.co.uk/health/mental-health/why-cant-i-decide-what-to-eat-for-dinner/817274>

The Decision Lab. (n.d.). *The paradox of choice - the decision lab*. Diakses pada 5 Desember 2024, dari <https://thedecisionlab.com/reference-guide/economics/the-paradox-of-choice>

Universitas Mahcung. (2022, Mei 23). *10 makna warna berdasarkan psikologi dalam desain*. Diakses pada 5 Desember 2024, dari. <https://machung.ac.id/artikel-prodi-dkv/makna-10-warna-berdasarkan-psikologi-dalam-desain/#:~:text=Perpaduan%20antara%20merah%20dan%20kuning,serta%20ketenangan%20dalam%20suatu%20hubungan>

Wheeler, A. (2018). *Designing brand identity: An essential guide for the whole branding team*. John Willey & Sons.

Wulandari, A., & Mulyanto, H. (2024). *Keputusan pembelian konsumen*. Penerbit PT Kimshafi Alung Cipta.

Yusuf, Y. (2024, Desember 5). *Apa itu website? Ini pengertian website dan jenis-jenisnya*. Program Studi Sarjana Informatika. <https://bif.telkomuniversity.ac.id/website-adalah/>

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A