

DAFTAR PUSTAKA

- Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.
- Nugroho, E. (2008). *Pengenalan Teori Warna*. Banten: Cv. Andi Offset.
- RealCo. (2024). Tentang Kami. <https://www.realco.co.id/about>
- Realfood. (2025). Cerita di Balik Realfood. <https://realfood.co.id/id/about>

