

DAFTAR PUSTAKA

- Dhanes, S. (2022). *Pentingnya Kemampuan Digital dalam Pemenuhan Kebutuhan Industri*. Katadata.
<https://katadata.co.id/digital/teknologi/623bf21e00ac2/pentingnya-kemampuan-digital-dalam-pemenuhan-kebutuhan-industri>
- Dowson, R., Albert, B., & Lomax, D. (2022). *Event Planning and Management: Principles, Planning and Practice* (3rd ed.). Kogan Page.
- Getz, D. (1997). *Event Management & Event Tourism*. Cognizant Communication Corporation.
- Goldblatt, J. (2014). *Special Events: Creating and Sustaining a New World for Celebration* (7th ed.). Wiley.
- Hoyle, L. H. (2002). *Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions*. Wiley.
- Huggett, C. (2024). *The Virtual Training Guidebook: How to Design, Deliver, and Implement Live Online Learning* (2nd ed.). American Society for Training & Development.
- Humairoh, H. A. N., & Pinandito, A. (2023). Pengaruh *Bootcamp* Online terhadap Kesiapan Kerja Mahasiswa. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 7(4), 1913–1920. <http://j-ptiik.ub.ac.id>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Prentice Hall.
- Krisnadi, I., & Biantong, J. S. (2018). Pengaruh IT *Bootcamp* dalam mencetak Tech Talent di Era Industri 4.0 di Indonesia. *Academia*, 29, 3–7.
- Nisa. (2022). *Kebutuhan Pekerja IT Indonesia Hampir Capai 2 Juta pada 2025*. Universitas Kristen Maranatha. <https://it.maranatha.edu/kebutuhan-pekerja-it-indonesia-hampir-capai-2-juta-pada-2025/>
- Pencerah, S., Ahmetya, A. R., Setyaningrum, I., & Tanaya, O. (2023). *Era Baru Ketenegakerjaan: Fleksibilitas Pekerja Digital Pada Era Revolusi Industri 4.0*. 9(4). <https://doi.org/10.35326/pencerah.v8i4.4495>
- Permatasari, S. (2022). *Gen Z Merapat! Ini 8 Rekomendasi Bootcamp untuk Memulai Karier di Startup*. Kompasiana.
<https://www.kompasiana.com/dalesar/63860a3e4addee08193eeaf2/gen-z-merapat-ini-8-rekomendasi-bootcamp-untuk-memulai-karir-di-startup>
- Rheingold, H. (2000). *The Virtual Community: Homesteading on the Electronic Frontier*. MIT Press. <https://doi.org/10.7551/mitpress/7105.001.0001>
- Saget, A. (2006). *The Event Marketing Handbook: Beyond Logistics and Planning*. Dearborn Trade Pub.
- Shone, A., & Parry, B. (2019). *Successful Event Management: A Practical Handbook* (5th ed.). Cengage Learning.

- Sitorus, S. A., & Al., E. (2020). Brand Marketing: the Art of Branding. In *Cv. Media Sains Indonesia* (Issue January).
- Soeratin, H. Z., Nadyaputri, A. S., Murti, D. K., Wiratami, D. R. W., & Kanza, N. M. (2025). Peran Sertifikasi Industri Melalui Program Bootcamp Dalam Mempersiapkan Mahasiswa Memasuki Dunia Kerja. *Neraca Manajemen, Ekonomi*, 16(5). Sutardiyanta, I., & Soebandi, A. (2024). *The Influence of Education Level and Coding Bootcamp , Through Competency and Its Impact on IT Personnel Performance*. 12(2), 280–296.
- Van der Wagen, L., & Carlos, B. R. (2005). *Event Management: For Tourism, Cultural, Business, and Sporting Events*. Pearson/Prentice Hall.
- Yhudin, A., Ardhana, A., Nurfitriah, H., & Syazeedah, U. (2025). *Analisis Ketidaksesuaian antara Pendidikan dengan Kebutuhan Dunia Kerja di Indonesia*. 3(4), 1020–1026.

