

DAFTAR PUSTAKA

- Berita Bisnis. (2023, Januari 27). Mengenal Apa Itu Brand Activation dalam Strategi Bisnis Modern. Berita dan Informasi Praktis soal Ekonomi Bisnis. <https://kumparan.com/berita-bisnis/mengenal-apa-itu-brand-activation-dalam-strategi-bisnis-modern-1zicL0kFa2i/full>
- Braha, Y., & Byrne, B. (2013). Creative motion graphic titling for film, video, and the web. Burlington, Mass. Focal Press.
- Candraningrum, D. A. (2017). Definisi Aktivasi Merek. BRAND ACTIVATION, STRATEGI KOMUNIKASI PADA LEMBAGA SURVEI POLITIK DI PUTARAN PERTAMA PILKADA DKI JAKARTA 2017, 1(1), 73. file:///C:/Users/share/Downloads/jurnaladm,+51.pdf
- Fadhlurrahman, A., & Tantra, T. (2023). JIMEA | Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi). *PENGARUH BRAND AWARENESS DAN BRANDIMAGETERHADAP KEPUTUSAN PENGGUNAAN LAYANANLINKAJA*, 7(No. 2 2023), 3. [https://journal.stiemb.ac.id/index.php/mea/article/download/3175/1479/#:~:text=Menurut%20\(kotler%20%26%20keller%2C%202021,menentukan%20keputusan%20mereka%20untuk%20membeli.&text=Menurut%20\(Kotler%20%26%20Keller%2C%202021\)%20.](https://journal.stiemb.ac.id/index.php/mea/article/download/3175/1479/#:~:text=Menurut%20(kotler%20%26%20keller%2C%202021,menentukan%20keputusan%20mereka%20untuk%20membeli.&text=Menurut%20(Kotler%20%26%20Keller%2C%202021)%20.)
- Kantar Indonesia. (2024). Understanding Pet Food Purchase Behaviour in Indonesia
- Nestlé Purina Petcare. (2020). Brand History. Purina Communication Framework. <https://zeroheight.com/2703bfe55/p/865e93-brand-history>
- Nestle Purina Petcare. (n.d.). Our Brand. Bangga dengan merek kami. <https://www.purina.co.id/merek>
- Primadini, I. (2023). Internal Communication Management.
- PT Nestle Indonesia. (2021). Nestlé Indonesia Resmikan Kantor Pusat Baru di Jakarta. Nestle. Nestlé Indonesia Resmikan Kantor Pusat Baru di Jakarta

- PT Nestle Indonesia. (n.d.). *Menyelami sejarah Nestlé selama 150 tahun di nest*. Nestle: Good Food, Good Life | Nestlé Indonesia. Retrieved June 17, 2025, from <https://www.nestle.co.id/>
- Putri, A. (2020, January 18). Pengumuman: Pengertian, Fungsi, Ciri, Struktur dan Cara Penulisan. Kompas.com. Retrieved June 26, 2025, from <https://www.kompas.com/skola/read/2020/01/18/160000269/pengumuman--pengertian-fungsi-ciri-struktur-dan-cara-penulisan>
- Sano, A. (2020). Beberapa Definisi Tentang Data, Informasi, dan Sistem Informasi Menurut Beberapa Ahli. BINUS UNIVERSITY. Retrieved June 17, 2025, from <https://binus.ac.id/malang/2020/12/beberapa-definisi-tentang-data-informasi-dan-sistem-informasi-menurut-beberapa-ahli/>
- Thraboni, G. (2022, October 23). Brand Activation: Pengertian, Jenis, Prinsip, Strategi & Implementasi. Pengertian Brand Activation. <https://serupa.id/brand-activation-pengertian-jenis-prinsip-strategi-implementasi/>

