

DAFTAR PUSTAKA

- Berger, A. A. (2018). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (5th ed.)*. SAGE Publications.
- Chandra, S. V., & Sari, W. P. (2022). Analisis Komunikasi Pemasaran dalam Pengembangan Brand Melalui Perspektif Teori AIDA (Studi Kasus Hotel Harper Cikarang). *Kiwari*, 1(2), 370–376.
<https://doi.org/10.24912/ki.v1i1.15714>
- Diogo, S. M. A., Barbosa, M. A. C., & Carvalho, M. T. G. (2019). *An International Comparative Perspective on Higher Education Institutions' Governance and Management—Portugal, Finland, and Brazil*. In *Intercultural Studies in Higher Education*.
https://doi.org/10.1007/978-3-030-15758-6_5
- Ghozi S., Indartono, S., & Wibawa, A. P. (2024). *Service quality dimension of polytechnic and its evaluation: The students' perspective in Indonesia*. *International journal of services and operations management: IJSOM*, 48(2), 213-233.
<https://doi.org/10.1504/IJSOM.2024.138933>
- Holtzman, D. M., Kraft, E. M., & Small, E. (2022). *Use of ePortfolios for making hiring decisions: a comparison of the results from representatives of large and small businesses*. *Journal of Work-Applied Management*, 14(1), 18-34.
<https://doi.org/10.1108/JWAM-01-2021-0001>
- Humphries, B., & Clark, D. (2021). *An examination of student preference for traditional didactic or chunking teaching strategies in an online learning environment*. *Research in Learning Technology*, 29.
<https://doi.org/10.25304/rlt.v29.2405>
- Kong, Y. (2021). *The Role of Experiential Learning on Students' Motivation and Classroom Engagement*. *Frontiers in psychology*, 12, 771272.
<https://doi.org/10.3389/fpsyg.2021.771272>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Jersey: John Wiley & Sons, Inc.
- Kotler, P., & Keller, K.L. (2016). *Marketing Management (15th ed.)*. Boston: Pearson Education.

- Lopes, A. R., & Casais, B. (2022). *Digital Content Marketing: Conceptual Review and Recommendations for Practitioners. Academy of Strategic Management Journal*, 21, 1-7.
- Mayer, R. E. (2014). *Introduction to Multimedia Learning in Cambridge Handbook of Multimedia Learning*. New York: Cambridge University Press.
- Naim, A., Fajar, A., & Sayogyo, R. (2019). Statistik Pendidikan Tinggi Indonesia Tahun 2019. *Pusat Data dan Informasi Iptek Dikti, Jakarta*. ISBN 25280252.
<http://repositori.kemendikdasmen.go.id/id/eprint/18009>
- Ramdani, S. D., & Pangestu, R. A. (2022). Strategi Pembelajaran Daring Di Sekolah Menengah Kejuruan Pemesinan. *Jurnal Dinamika Vokasional Teknik Mesin*, 7(1), 78–88.
<https://doi.org/10.21831/dinamika.v7i1.48699>
- Robina, R. R., Susanti, S., & Sirait, R. A. (2025). Penggunaan Mise-En-Scene pada Penyutradaraan Video Feature Berdaya, Berkarya, Bermakna bagi Disabilitas. *NUSANTARA Jurnal Pengabdian Kepada Masyarakat*, 5(2), 430–445.
<https://doi.org/10.55606/nusantara.v5i2.5158>
- Smith, P., & Zook, Z. (2016). *Marketing Communications: Offline and Online Integration, Engagement and Analytics*. London: Kogan Page.
- Surjono, W. (2024). Strategi Manajemen Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Studi Kasus pada Perusahaan Start-up Teknologi di Indonesia. *Journal of Mandalika Literature*, 6(1), 18-29.
<https://doi.org/10.36312/jml.v6i1.3561>
- Tembrevilla, G., Phillion, A., & Zeadin, M. (2023). *Experiential learning in engineering education: A systematic literature review. Journal of Engineering Education*, 113(1), 195-218.
<https://doi.org/10.1002/jee.20575>

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