

DAFTAR PUSTAKA

- Abdul-Ghani, E., Hyde, K. F., & Marshall, R. (2019). Conceptualising engagement in a consumer-to-consumer context. *Australasian Marketing Journal*, 27(1), 2–13. <https://doi.org/10.1016/j.ausmj.2018.06.004>
- Adams, D., Semaadderi, P., & Tan, K. L. (2018). Student Leadership and Development: A Panoramic view of trends and Possibilities. *Deleted Journal*, 2(2), 1–3. <https://doi.org/10.22452/iojel.vol2no2.1>
- Ainunnisa AU (2022). The McKinsey 7s framework and school branding: An exploratory study at private Islamic elementary school. *Islamic Teacher Journal*, 10(2): 203-224. <https://doi.org/10.21043/elementary.v10i2.16145>
- Alfianto, A. G., & Jayanti, N. D. (2020). Pisang Gen Alfa: A Smartphone Application to Reduce Parenting Stress for Parents with Alpha Generations. *Media Keperawatan Indonesia*, 3(3), 121-128. <https://doi.org/10.26714/mki.3.3.2020.121-128>
- Alonso, R. F., Martínez-Novillo, J. R., & Rojo, A. S. (2021). Jornadas de puertas abiertas: La presentación de los centros educativos en sociedad. *Education Policy Analysis Archives*, 29 (January-July), 86. <https://doi.org/10.14507/epaa.29.6117>
- Brady, Laurie, and Kerry Kennedy. 2017. *Curriculum Construction*. 5th ed. NSW, Australia: Pearson Prentice Hall.
- Bujang, S. D. A., Selamat, A., Krejcar, O., Maresova, P., & Nguyen, N, T,. (2020). Digital Learning Demand for Future Education 4.0 – Case Studies at Malaysia Education Institutions. *Informatics*, 7(13), 1-11. <https://doi.org/10.3390/informatics7020013>
- Calubayan, J. C. T., & Ofrin, D. O. (2023). Experiential Learning and Self-Efficacy in physical education of the senior high school students. *International Journal of Multidisciplinary Applied Business and Education Research*, 4(6), 1963–1975. <https://doi.org/10.11594/ijmaber.04.06.22>
- Ciancia, M. (2021). Story counts! *Convergences - Journal of Research and Arts Education*, 13(26), 13–22. <https://doi.org/10.53681/c1514225187514391s.26.13>
- Creswell, J.W. (2015). Penelitian Kualitatif & Desain Riset: Memilih di Antara Lima Pendekatan. Yogyakarta (ID): Pustaka Pelajar
- Creswell, J.W., & Creswell, J.D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Cui, X. (2018). Emotional contagion or symbolic cognition? A social identity perspective on media events. *Journal of Broadcasting & Electronic Media*, 62(1), 91-108.
- Davey, A., Sung, B., & Butcher, L. (2023). Revisiting experiential marketing: a Delphi study. *Journal of Brand Management*, 31(1), 16–37. <https://doi.org/10.1057/s41262-023-00333-w>
- Debetaz, E. (2023). *The top 5 trends in education to watch in 2023*. Retrieved September 29, 2024 from <https://hospitalityinsights.ehl.edu/education-trends>
- Denzin, Norman K. dan Yvonna S. Licoln. (2018). *The Qualitative Manifesto: A Call to Arms*. Oxfordshire: Taylor & Francis

- Dieffenbacher, S. F. (2023). *Digitization vs digitalization: Differences, definitions, and examples*. Retrieved September 29, 2024 from <https://digitalleadership.com/blog/digitization-vs-digitalization/>
- Eftenaru, C. L. (2024). Experiencing leadership: Perceptions of leadership development for higher education contexts. *International Journal for Leadership in Learning*, 24(1), 154–190. <https://doi.org/10.29173/ijll49>
- Esch, F., Kochann, D., & Tabellion, J. (2019). Customer Touchpoint Management: Kontaktpunkte marken- und kundenspezifisch deklinieren. In *Springer Reference Wirtschaft* (pp. 941–958). https://doi.org/10.1007/978-3-658-13342-9_40
- Estava, D. J. (2012). Lope de Aguirre, the tyrant, and the prince: Convergence and divergence in postcolonial collective memory. *Journal of International and Intercultural Communication*, 5(4), 291- 308.
- Fatoki, O. P., & Fatoki, T. H. (2020). Experiential Marketing: Effects on Brand, Customer and Market Experience, and Industrial Applications with Perspectives from Nigeria. *Marketing – From Information to Decision Journal*, 3(1), 58–66. <https://doi.org/10.2478/midj-2020-0005>
- Finance Online. (2023). *54 gamification statistics you must know: 2023 marketshare analysis and data*. Retrieved August 29, 2023 from <https://financesonline.com/gamification-statistics/>
- Gilmore, B., dan Kramer, M. W. (2019). We are who we say we are: Teachers' shared identity in the workplace. *Communication Education*, 68(1), 1-19.
- González-Pérez, L.I., Ramírez-Montoya, M.S., (2022). Components of education 4.0 in 21st century skills frameworks: systematic review. *Sustainability* 14, 1493. <https://doi.org/10.3390/su14031493>
- Greaves, E., Wilson, D., & Nairn, A. (2023). Marketing and School Choice: A Systematic Literature review. *Review of Educational Research*, 93(6), 825–861. <https://doi.org/10.3102/00346543221141658>
- Gupta. N, & Aman (2017). Study of the Effectiveness of Online Marketing on Integrated Marketing Communication. *International Journal of Advance Research and Innovative Ideas in Education*, 3, 2378-2403.
- Hapsari DR and Wardana A (2022). Forced to survive: Examining low-cost private lower secondary schools in Indonesia. In the International Conference of Social Science and Education, Atlantis Press: 182-189. https://doi.org/10.2991/978-2-494069-55-8_25
- He, H., Li, Y., & Harris, L. (2012). Social identity perspective on brand loyalty. *Journal of business research*, 65(5), 648-657.
- Hicks, N., Gray, D., & Bond, J. (2019). A Blueprint for Executing Instructor-Student Interactions in the Online Classroom using marketing Touchpoints. *The Journal of Educators Online*, 16(1). <https://doi.org/10.9743/jeo.2019.16.1.4>
- Ho, C. S. M., Lee, T. T., & Lu, J. (2023). Enhancing School appeal: How experiential marketing influences perceived school attractiveness in the urban context. *Education and Urban Society*, 56(6), 703–727. <https://doi.org/10.1177/00131245231205261>

- Huggard, E. (2020). An introduction to fashion brand communication. In *Routledge eBooks* (pp. 1–19). <https://doi.org/10.4324/9780429464423-1>
- Hutchison, J. E., Ansari, D., Zheng, S., De Jesus, S., & Lyons, I. M. (2020). The Relation Between Subitizable Symbolic and Non-symbolic Number Processing over the Kindergarten School Year. *Developmental science*, 23(2), e12884.
- Irdiyanti, D. T., Haryono, H., Oktorina, N., & Awalya, A. (2023). Qualitative study on private school branding in Indonesia: Identifying barriers and strategies for school branding. *International Journal of ADVANCED AND APPLIED SCIENCES*, 10(12), 100–108. <https://doi.org/10.21833/ijaas.2023.12.012>
- Jashwant, S. (2024). Experiential Marketing: challenges and opportunities. *Integrated Journal for Research in Arts and Humanities*, 4(4), 165–168. <https://doi.org/10.55544/ijrah.4.4.26>
- Jensen, Jason L., & Rodgers, Robert. (2001). *Cumulating the Intellectual Gold of Case Study Research*. Hoboken: Wiley
- Joaquin, R. D. A., Paredes, J. J. M., Tantapoma, M. E. V., & Horna, A. L. V. (2022b). Experiential marketing and its influence on the educational demand of school of management. *SCIÉND*O, 25(1), 7–10. <https://doi.org/10.17268/sciendo.2022.001>
- Kaliuzhna, I., & Babayev, L. (2019). Brand Formation: Tools of Communicative Impact on Consumer. *Visnik Zaporiz Kogo Nacional Nogo Universitetu Ekonomichni Nauki*, 2(46), 129–133. <https://doi.org/10.26661/2414-0287-2020-2-46-22>
- Knudsen, L. E. D., & Skaarup, A. M. D. (2020). Open School as embodied learning. *International Journal of Education Through Art*, 16(2), 261–270. https://doi.org/10.1386/eta_00030_3
- Kohli, G. S., & Yen, D. A. (2019). Brand Voice. In *Routledge eBooks* (pp. 116–130). <https://doi.org/10.4324/9780429429156-8>
- Kramer, M. W., & Zanin, A. C. (2021). Qualitative methods for studying group communication. In *The Emerald Handbook of Group and Team Communication Research* (pp. 73–88). Emerald Publishing Limited.
- Kriyantono, Rachmat. (2006). *Teknik Praktis Riset Komunikasi*. Jakarta: Predana
- Krüger, J. O., Roch, A., & Breidenstein, G. (2019). *Atmosphäre, Ambiente, Stimmung*. In *Studien zur Schul- und Bildungsforschung* (pp. 129–143). https://doi.org/10.1007/978-3-658-22464-6_8
- Kuhn, T. (2020). The structure of scientific revolutions. *Knowledge and Postmodernism in Historical Perspective*, November, 340–355. <https://doi.org/10.5840/philstudies196413082>
- Larocca, M.T.G., R. Ladeira, Á.L.L.D. Silva, and R.C. Mello. (2020). Experience Marketing: A Study of the Conceptual Aspects. *Cadernos EBAPE. BR 18*: 781–793. <https://doi.org/10.1590/1679-395120190079x>
- Lasi, M. B. A., & Salim, S. M. (2020). The Relationship between e-Marketing Mix Strategy and Integrated Marketing Communication: a Conceptual Framework. *International Journal of Engineering Applied Sciences and Technology*, 5(6), 40–48. <https://doi.org/10.33564/ijeast.2020.v05i06.007>

- Long Baoxin (2022). The Chain Structure and Cultivation Strategies of Teacher Curriculum Leadership. *Chinese Teachers* (05), 22-26.
- Lyu, R. (2023). Exploring the influence of visual elements in corporate Communication: A case study of the luxury brand industry. *Communications in Humanities Research*, 13(1), 233–238. <https://doi.org/10.54254/2753-7064/13/20230339>
- Mcintyre, L. (2018). *Post-truth*. The MIT Press. <https://doi.org/10.7551/mitpress/11483.001.0001>
- Miller, Delbert C., & Salkind, Neil J. (2002). *Handbook of Research Design & Social Measurement*, Ed. 6. Thousand Oaks: SAGE Publications
- Misra, S. (2021). Education 4.0. *BSSS Journal of Education*, 10(1), 42–49. <https://doi.org/10.51767/je1005>
- Mutohar, P. M., & Haryati, N. (2020). The Effect of Experiential Marketing Factors on the Competitiveness of Islamic Higher Education in Indonesia. *Saudi Journal of Business and Management Studies*, 5(6), 319–333. <https://doi.org/10.36348/sjbms.2020.v05i06.003>
- Nugrahani, Farida. (2014). *Metode Penelitian Kualitatif*. Solo: Cakra Books
- O'Reilly, M., Kiyimba, N. (2015). *Advanced Qualitative Research: A Guide to Using Theory*. United Kingdom: SAGE Publications.
- Oplatka, Izhar. (2015). The Place of Promotional Activities in the School Choice Process: Insights from Canadian Parents, Children and Teachers. <https://doi.org/10.13140/RG.2.1.2616.6484>
- Pantazi, A. (2019, November 11). *Tips during the exam period*. The Ib Community Blog. Retrieved September 27, 2024, from <https://blogs.ibo.org/2019/11/11/tips-during-the-exam-period/>
- Park, J., Lee, H., & Hong, H. (2016). The Analysis of Self-Presentation of Fortune 500 Corporations in Corporate Web Sites. *Business & Society*, 55(5), 706-737.
- Permanasari, E. Y., & Haryanti, N. (2023). Dampak Experiential Marketing pada Daya Saing di Universitas Islam Balitar (UNISBA) Blitar. *JURNAL PENDIDIKAN DAN KEWIRAUSAHAAN*, 11(3), 734–744. <https://doi.org/10.47668/pkwu.v11i3.848>
- Piancatelli, C., Massi, M., & Raccagni, D. C. (2020). Marketing experiential events through new media. In *Advances in multimedia and interactive technologies book series* (pp. 133–148). <https://doi.org/10.4018/978-1-7998-3201-0.ch008>
- Pinto, Carlos Alberto Schettini, dan Augusto da Cunha Reis. (2023). Characteristics of Education 4.0 and its Application in Industry 4.0. *Journal of Engineering Education Transformations*, 37(1), 51-61. <https://doi.org/10.16920/jeet/2023/v37i1/23131>. 16 Maret 2023
- Poplavskiy, M. (2018). Brand Communication as a Social Phenomenon. *Український Інформаційний Простір*, 0(2), 35–46. <https://doi.org/10.31866/2616-7948.2.2018.151666>
- Pratisthita DAAP, Yudhistira PGA, and Agustina NKW (2022). The effect of brand positioning, brand image, and perceived price on consumer repurchase

- intention low-cost carrier. *Journal of Theoretical and Applied Management*, 15(2): 2548-2149. <https://doi.org/10.20473/jmtt.v15i2.35715>
- Priyadarshi, S., & Prince. (2023). To study the effectiveness of online marketing on integrated marketing communication. *International Journal for Multidisciplinary Research*, 5(2). <https://doi.org/10.36948/ijfmr.2023.v05i02.2657>
- Probert, S. (2023). International Education in Asia: The Changing Market. *Journal of Research in International Education*, 22(3), 185-200. <https://doi.org/10.1177/14752409231212185>
- Prokhorov, A. (2019). Educational services promotion in line with the experiential marketing philosophy. *Tambov University Review Series Humanities*, 180, 17–23. <https://doi.org/10.20310/1810-0201-2019-24-180-17-23>
- Ramesh, S., & Balaji, D.K. (2020). Digital Marketing: A Framework, Review and Research Agenda.
- Raslie, H., & Su, H. T. (2021). Gen Y and Gen Z Communication Style. *Special Issue: Trends in Business and Humanities in the Era Beyond 2020*, 39(1), 02-18. <https://doi.org/10.25115/eea.v39i1.4268>
- Rasyidi, M. U. (2020). Analisis Peran dan Fungsi Komite Sekolah Dalam Upaya Peningkatan Mutu Pendidikan SD Muhammadiyah 3 Pandaan. *Jurnal Penelitian Dan Pendidikan IPS*, 13(2), 35–41. <https://doi.org/10.21067/jppi.v13i2.4756>
- Rather, R.A. 2020. Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel & Tourism Marketing* 37 (1): 15–32.
- Rizaty, Monavia Ayu. (2023). *Pengguna Instagram di RI Sebanyak 111,19 Juta per September 2023*. Data Indonesia. <https://dataindonesia.id/digital/detail/pengguna-instagram-di-ri-sebanyak-11119-juta-per-september-2023>.
- Robert K. Yin. (2018). *Case Study Research Design and Methods (6th ed.)*. Thousand Oaks, CA: Sage.
- Rocque, S. R. (2022). Knowledge development, technology exchange and communication skills. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.4215018>
- Rodriguez-Moran, M. (2019). Emotional connection: The importance of the brand voice in social media for global growth. In *Advances in theory and practice of emerging markets* (pp. 305–312). https://doi.org/10.1007/978-3-030-24374-6_23
- Rosari, R. (2019). Leadership Definitions Applications for Lecturer' Leadership Development. *Journal of Leadership in Organizations*, 1(1). <https://doi.org/10.22146/jlo.42965>
- Safrianto, Y. (2019). Menciptakan Pengalaman Konsumen dengan Experiential Marketing. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 1(1). <https://doi.org/10.35308/jbkan.v1i1.914>
- Schwab, Klaus. (2017). *The Fourth Industrial Revolution*. London: Penguin Book Limited

- Sharma, P. (2019b). Digital revolution of education 4.0. *International Journal of Engineering and Advanced Technology*, 9(2), 3558-3564. <https://doi.org/10.35940/ijeat.a1293.129219>
- Shields, D. C. (2000). Symbolic convergence and special communication theories: Sensing and examining dis/enchantment with the theoretical robustness of critical auto ethnography. *Communications Monographs*, 67(4), 392-421.
- Singh, S. (2015). Experiential Marketing: A Conceptual Study. *Asia Pacific Journal Of Marketing and Management Review*, 3.
- Smith, J. A., Flowers, P., Larkin, M. (2012). *Interpretative Phenomenological Analysis: Theory, Method and Research*. United Kingdom: SAGE Publications.
- Starman, J. (2023, March 7). *Council post: Embracing new media in public relations*. Forbes. <https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/06/embracing-new-media-in-public-relations/?sh=4636037aee46>
- Sovacool, B. K., & Ramana, M. V. (2015). Back to the future: small modular reactors, nuclear fantasies, and symbolic convergence. *Science, Technology, & Human Values*, 40(1), 96-125.
- Spears, R. (2011). Group identities: The social identity perspective. In *Handbook of identity theory and research* (pp. 201-224). New York, NY: Springer New York.
- Suardi S, Agustang A, and Jumadi J (2021). Dominasi sekolah negeri terhadap sekolah swasta sebagai penyebab kekerasan simbolik terhadap siswa sekolah swasta. *Jurnal Ilmu Sosial, Politik, dan Humaniora*, 5(2): 264-276. <https://doi.org/10.31604/jim.v5i2.2021.264-276>
- Suryadi, Israwati. (2010). *Teori Konvergensi Simbolik*. Jurnal Academica Fisip Unlad, 2(2), 426-437
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Tian, Yixin. (2021). How the Five Dimensions of Experiential Marketing Affect Customer Satisfaction: Focused on Starbucks. *Advances in Economics, Business and Management Research*, 219(1), 741-746. <https://doi.org/10.2991/aebmr.k.220603.119>
- Tierney, P. (2015). An identity perspective on creative action in organizations. *The Oxford handbook of creativity, innovation, and entrepreneurship*, 79-92.
- Tikhonova E., & Raitskaya L. (2023). Education 4.0: The concept, skills, and research. *Journal of Language and Education*, 9(1), 5-11. <https://doi.org/10.17323/jle.2023.17001>
- Trigueros, Roxana & Juan, Med & Sandoval, Francisco. (2017). Qualitative and Quantitative Research Instruments Research tools.
- Tuan, V. K., & Palaniappan, S. (2021). The concept of brand building process towards Vietnamese enterprises in the new era. *Marketing & Menedzsmment*, 54(4), 39-49. <https://doi.org/10.15170/mm.2020.54.04.03>
- Vernuccio, M., Patrizi, M., & Pastore, A. (2020). Developing voice-based branding: insights from the Mercedes case. *Journal of Product & Brand Management*, 30(5), 726-739. <https://doi.org/10.1108/jpbm-08-2019-2490>

- Villanueva, A. (2022). *12 Educational Trends We'll See Even More of in the Future*. Retrieved September 29, 2024 from <https://conecta.tec.mx/en/news/national/education/12-educational-trends-well-see-even-more-future>
- Walker, V., & Bunnell, T. (2024). Becoming a new type of teacher: the case of experienced British- trained educators transitioning to the International Baccalaureate Middle Years programme abroad. *Journal of Research in International Education* 2024, 23((2)), 191–204. <https://doi.org/10.1177/14752409241275745>
- Yanikova Z. M. (2022). Digital platforms and services to transform the education industry. *Informatics and Education* 37(4):5–10. <https://doi.org/10.32517/0234-0453-2022-37-4-5-10>
- Yusuf, Muri. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Jakarta: Kencana
- Zanin, A. C., Hoelscher, C. S., & Kramer, M. W. (2016). *Extending Symbolic Convergence Theory: A Shared Identity Perspective of a Team's Culture*. *Small Group Research*, 47(4), 438-472. <https://doi.org/10.1177/1046496416658554>
- Zhou Weijia, Ding Zhenghou (2023). A Brief Discussion on Teacher's Classroom Leadership. *Educational Research and Review* (05),67-70.
- Zwerin, A., Clarke, T. B., & Clarke, I. (2019). Traditional and emerging integrated marketing communication touchpoints used in EffIE Award-Winning promotional campaigns. *Journal of Promotion Management*, 26(2), 163–185. <https://doi.org/10.1080/10496491.2019.1699626>

