

DAFTAR PUSTAKA

Belch, G. E., & Belch, M. A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (12th ed.). McGraw-Hill Education.

Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. John Wiley & Sons.

Rangkuti, F. (2016). *Analisis SWOT: Teknik Membedah Kasus Bisnis*. Gramedia Pustaka Utama.

Rea, P. W., & Irving, D. K. (2010). *Producing and Directing the Short Film and Video* (4th ed.). Focal Press.

