

DAFTAR PUSTAKA

- Abdullah, R. M. Y. (2023). Ekonomi Kreatif dan Potensi Pertumbuhan Ekonomi Berbasis Industri Kreatif. *JMEB Jurnal Manajemen Ekonomi & Bisnis*, 1(2), 60-69.
- Chu, Y. (2018). *Analysis of the Application of Illustration Art in Graphic Design*. In *2018 3rd International Conference on Politics, Economics and Law (ICPEL 2018)* (pp. 539-541). Atlantis Press.
- Faizal, N. M. I. A. (2023). Training in creating attractive promotional content and product marketing through E-Commerce for MSMEs. *GANDRUNG Jurnal Pengabdian Kepada Masyarakat*, 4(2), 994–1001. <https://doi.org/10.36526/gandrung.v4i2.2612>
- Kurniawan, H., Mulyono, H., & Samudra, A. A. (2024). Pelatihan Pengembangan Game Digital Dalam Mendorong Pertumbuhan Industri Kreatif. *Jurnal Pengabdian Masyarakat dan Penerapan Ilmu Pengetahuan*, 5(1), 8-13.
- Qian, Y., Sui, Z., & Wang, D. (2023). The implementation of digital marketing in brand promotion. *Journal of Education Humanities and Social Sciences*, 16, 135–140. <https://doi.org/10.54097/ehss.v16i.9583>
- Zeegen, L. (2009). *What is illustration?*. RotoVision.

