

DAFTAR PUSTAKA

- Ahdiat, A. (2023, May 10). *Indeks Penjualan Retail Meningkat pada April 2023, Tertinggi sejak Pandemi*. Retrieved from Databoks: <https://databoks.katadata.co.id/ekonomi-makro/statistik/236c81f028a146c/indeks-penjualan-retail-meningkat-pada-april-2023-tertinggi-sejak-pandemi>
- BFI Finance. (2025, November 6). *Bisnis Ritel: Definisi, Fungsi, Jenis, dan Perbedaannya dengan Grosir*. Retrieved from BFI Finance: <https://www.bfi.co.id/id/blog/apa-itu-bisnis-ritel#toc-0>
- Fill, C., & Turnbull, S. (2016). *Marketing communications: Discovery, creation, and conversations* (7th ed.). Harlow: Pearson Education.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing Eighteenth Edition*. Essex: Pearson Education Limited.
- Kuraesin, E., & Prasetyowati, R. A. (2018). Comparative Analysis Of Continuity Of Modern Retail Minimarket And Traditional Retail Businesses In Indonesia . *Jurnal Ilmiah Inovator*.
- Levin, A. M. (2020). *Influencer marketing for brands: What YouTube and Instagram can teach you about the future of digital advertising*. Routledge.
- Luttrell, R. (2021). *Public relations: Campaigns and case studies* (2nd ed.). SAGE Publications.
- Luttrell, R. (2021). *Social media: How to engage, share, and connect* (3rd ed.). Rowman & Littlefield.
- Luttrell, R. (2021). *Influencer: Building your personal brand in the age of social media*. Rowman & Littlefield.
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC: Principles of integrated marketing communications* (9th ed.). Upper Saddle River, NJ: Pearson.
- Pangestu, A. B., Parameswari, A. J., Filemon, E. A., Azarael, K., Lisha, & Thiara, V. (2023). Brand Analytics Ranch Market. *Analisis Brand Ranch Market 2023*.
- Paulus, P. B. (2023). Groups, teams, and creativity: The creative potential of idea-generating groups. *Applied Psychology*, 49(2), 237–262. <https://doi.org/10.1111/1464-0597.00013>

- Pressman, R. S. (2019). *Software engineering: A practitioner's approach* (9th ed.). McGraw-Hill Education.
- PT Supra Boga Lestari Tbk. (2023). *Laporan tahunan & keberlanjutan 2023*. Diambil kembali dari ranchmarket.co.id: https://ranchmarket.co.id/cfind/source/files/fa-annual-report-supra-boga_2023-small_compressed.pdf
- Rodriguez, A. (2020). *Brainstorming methodology and creative thinking*. New York: Creative Minds Press.
- Shimp, T. A., & Andrews, J. C. (2018). *Advertising, promotion, and other aspects of integrated marketing communications* (9th ed.). Boston, MA: Cengage Learning.
- Statista. (2024). Jumlah penjualan produk FMCG di e-commerce tahun 2024. Statista. <https://www.statista.com>
- The Branding Journal. (2023, March 15). Brand identity: Why it matters and how to build it. *The Branding Journal*. <https://www.thebrandingjournal.com/2023/03/brand-identity>
- Ulfianinda, T. (2025, July 29). *Retail Indonesia: Sejarah, Jenis, dan Strategi Bisnisnya*. Retrieved from Maserp: <https://www.maserp.com/blog/retail-indonesia>
- Uniair Cargo. (2023, December 1). *Apa Itu Bisnis Ritel dan Apa Saja Jenis Bisnis Ritel di Indonesia?* Retrieved from Uniair Cargo: <https://www.uniaircargo.co.id/blog/ekonomi-dan-bisnis/apa-itu-bisnis-ritel-dan-apa-saja-jenis-bisnis-ritel-di-indonesia>
- Universitas Bakrie. (n.d.). *Kenalan dengan Bisnis Retail Beserta Klasifikasinya*. Retrieved from Universitas Bakrie: <https://bakrie.ac.id/articles/440-kenalan-dengan-bisnis-retail-beserta-klasifikasinya.html>