

DAFTAR PUSTAKA

BUKU

- Airey, D. (2019). *Identity designed: The definitive guide to visual branding*. Rockport Publishers.
- Budelmann, K., & Kim, Y. (2019). *Brand identity essentials: 100 principles for building brands*. Rockport.
- Daly, G. (1995). *Glazes and glazing techniques*. Gentle Breeze Publishing Company.
- Ichsan, N. (2016). *Mengenal seni keramik modern*. Bejana.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons, Inc., Cop.
- Slade Brooking, C. (2016). *Creating a brand identity: A guide for designers*. Laurence King Publishing, Cop.
- Wheeler, A., & Meyerson, R. (2024). *Designing brand identity: A comprehensive guide to the world of brands and branding*, (6th ed.). Wiley.

WEBSITE

- Aditya Wardhana. (2024, September 9). *Brand identity*. Research Gate. https://www.researchgate.net/publication/383870034_BRAND_IDENTIY
- Balai Besar Keramik. (n.d.). *Sejarah*. Bbk.go.id. Diakses pada 7 Oktober 2025, dari <https://www.bbk.go.id/page/Sejarah>
- Data, G. (2023). *209,3 juta orang di indonesia menggunakan smartphone pada tahun 2023 - goodstats data*. GoodStats Data. <https://data.goodstats.id/statistic/2093-juta-orang-di-indonesia-menggunakan-smartphone-pada-tahun-2023-cbha0>
- Kemp, S. (2023, February 9). *Digital 2023: Indonesia*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2023-indonesia>
- Lopes Costa, F. M. (2024, November 28). *Refleksi reuni ala alumni ITB melalui karya pameran seni keramik* (C. H. Herlambang, Ed.). Kompas.id. <https://www.kompas.id/artikel/refleksi-reuni-ala-alumni-itb-melalui-karya-pameran-seni-keramik>

The CMO, & Meyerson, R. (2024, March 22). *5 Brand Fundamentals Startups Must Get Right From Day One*. The CMO.

<https://thecmo.com/brand-communications/brand-fundamentals/>

JURNAL

Best, K. (2015, January 1). *Design Management: Managing Design Strategy, Process and Implementation*. Research Gate.

<https://doi.org/10.5040/9781474223522>

Harrison, R. L., Reilly, T. M., & Creswell, J. W. (2020). Methodological rigor in mixed methods: An application in management studies. *Journal of Mixed Methods Research*, 14(4), 155868981990058.

<https://doi.org/10.1177/1558689819900585>

Nurfadhilah, L., & Asep Miftahul Falah. (2025). Menganalisis proses kreatif, teknik, dan estetika pada karya seni keramik. *Ars: Jurnal Seni Rupa Dan Desain*, 28(1), 13–23. <https://doi.org/10.24821/ars.v28i1.14885>

Rapli Muhammad Ardiansah, & Bambang Wisnu Widagdo. (2025). Penerapan aplikasi e-katalog keramik dan granit berbasis web. *JUPIK : Jurnal Penelitian Ilmu Komputer*, 3(2), 17–25.

<https://mypublikasi.com/index.php/JUPIK/article/view/134>

Sasanti Puri Ardini, & Winata, G. (2023). Analisis bentuk produk keramik studio mandiri dengan tema tradisi lokal indonesia melalui pendekatan “atomics.” *Panggung*, 33(4), 565–565. <https://doi.org/10.26742/panggung.v33i4.2930>

Tsalis, A., & Arif, M. (2025). Uji coba glasir padat untuk dekorasi bodi keramik. *Jurnal Seni Rupa*, 13(3), 189–196.

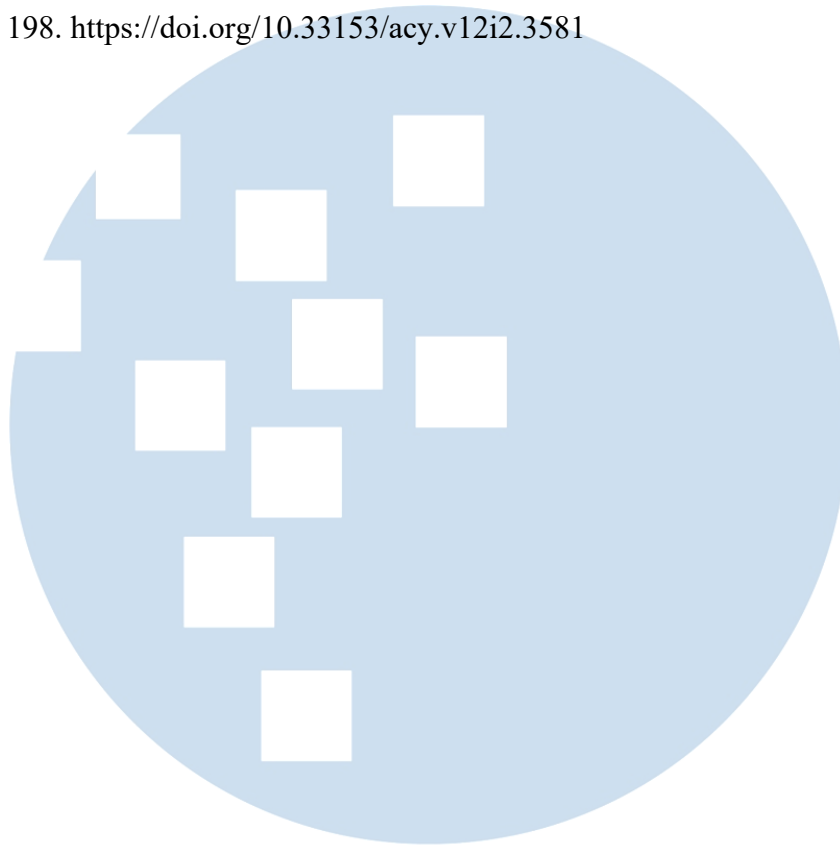
<https://ejournal.unesa.ac.id/index.php/va/article/view/72259>

Wardhana, A. (2024, March 27). *Digital branding strategy*. Research Gate. <https://www.researchgate.net/publication/379311534>

Yana, D., Dienaputra, R. D., Suryadimulya, A. S., & Sunarya, Y. Y. (2020). Budaya Tradisi Sebagai Identitas dan Basis Pengembangan Keramik Sitiwangun di Kabupaten Cirebon. *Panggung*, 30(2).

<https://doi.org/10.26742/panggung.v30i2.1045>

Yustana, P. (2021). Estetika keramik klasik dan kontemporer. *Acintya*, 12(2), 170–198. <https://doi.org/10.33153/acy.v12i2.3581>



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA