

DAFTAR PUSTAKA

- Aaker, D. A. (2018). *Manajemen ekuitas merek*. Mitra Utama.
- Ariyadi, W. (2020). *Jurus jitu menguasai copywriting: Strategi sukses membangun bisnis dan meningkatkan pemasaran*. Anak Hebat Indonesia.
- Badan Riset dan Inovasi Nasional. (2024). *BRIN ungkap sampah plastik Indonesia bisa sampai ke Afrika kurang dari setahun*. <https://www.brin.go.id/news/120600/brin-reveals-indonesian-plastic-waste-can-reach-africa-in-less-than-a-year>
- Bailey, C. (2020). *Customer insight strategies: How to understand your audience and create remarkable marketing*. Kogan Page.
- Baksin, A. (2009). *Videografi: Operasi kamera dan teknik pengambilan gambar*. Widya Padjajaran.
- Barnbaum, B. (2017). *The art of photography: A personal approach to artistic expression*. Rocky Nook.
- Belch, G. E., & Belch, M. A. (2001). *Advertising and promotion: An integrated marketing communications perspective* (5th ed.). McGraw-Hill.
- Burhanudin, T. (2019). *Ecorasa tawarkan kemasan plastik ramah lingkungan*. Marketing.co.id. <https://marketing.co.id/Ecorasa-tawarkan-kemasan-plastik-ramah-lingkungan/>
- Classe, O. (Ed.). (2000). *Encyclopedia of literary translation into English*. Fitzroy Dearborn.
- Dietrich, G. (2014). *Spin sucks: Communication and reputation management in the digital age*. Pearson Education.
- Ds, Y. (2025). *Pengertian merek menurut para ahli beserta fungsinya*. IDN Times. <https://www.idntimes.com/business/economy/pengertian-merek-menurut-para-ahli-00-q533n-078q8x>
- Ecorasa. (2022). *FAQ - Ecorasa*. <https://Ecorasa.id/faq/>
- Fundrika, B. A. (2025). *Gaya hidup zero waste makin ngetren di kalangan Gen Z dan milenial, apa saja manfaatnya?* Suara.com. <https://www.suara.com/lifestyle/2025/05/26/164936/gaya-hidup-zero-waste-makin-ngetren-di-kalangan-gen-z-dan-milenial-apa-saja-manfaatnya>

- Greenhope. (2018). Ecorasa: *Sahabat alam dan makanan*. <https://greenhope.co/blogs/Ecorasa-sahabat-alam-dan-makanan-2>
- Humas Indonesia. (2024). *Mengenal 3 jenis kampanye*. <https://www.humasindonesia.id/berita/mengenal-3-jenis-kampanye-2144>
- Karyadi, B. (2017). *Fotografi*. NahlMedia.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2017). *Manajemen pemasaran* (B. Sabran, Trans.; Ed. 1). Erlangga.
- Landa, R. (2010). *Advertising by design: Generating and designing creative ideas across media* (2nd ed.). John Wiley & Sons.
- Landa, R. (2011). *Graphic design solutions* (4th ed.). Wadsworth.
- Landa, R. (2014). *Graphic design solutions* (5th ed.). Wadsworth.
- Landa, R. (2018). *Graphic design solutions* (6th ed.). Cengage.
- Landa, R. (2021). *Advertising by design: Generating and designing creative ideas across media* (4th ed.). John Wiley & Sons.
- Moriarty, S., Mitchell, N., & William, W. (2012). *Advertising & IMC* (9th ed.). Pearson Education.
- Moriarty, S., Mitchell, N., & William, W. (2015). *Advertising & IMC* (10th ed.). Pearson Education.
- Pemprov DKI Jakarta. (n.d.). *Tentang Jakarta*. <https://www.jakarta.go.id/tentang-jakarta>
- Ridwan, A. (2025). Banyak Gen Z dan milenial mau bayar lebih untuk produk ramah lingkungan. *Katadata*. <https://databoks.katadata.co.id/demografi/statistik/682c47b546cff/banyak-gen-z-dan-milenial-mau-bayar-lebih-untuk-produk-ramah-lingkungan>
- Rockman, R. (2020). *Customer experience strategies*. Wiley.

- Soelistijono. (2021). Sebanyak 72% masyarakat belum peduli sampah. *Media Indonesia*. <https://mediaindonesia.com/humaniora/400163/sebanyak-72-masyarakat-belum-peduli-sampah>
- Stockman, S. (2014). *How to shoot video that doesn't suck*. Prigel.
- Sugiyama, K., & Andree, T. (2011). *The Dentsu way: Secrets of cross switch marketing from the world's most innovative advertising agency*. McGraw-Hill Professional.
- Supriati, R., Yandri, R., Saputra, W., & Alvitiana, M. (2025). Perancangan iklan layanan masyarakat 'Buanglah sampah pada tempatnya' karya mahasiswa Universitas Raharja. *MAVIB Journal: Jurnal Multimedia Audio Visual and Broadcasting*, 6(1), 22–33. DOI <https://doi.org/10.33050/mavib.v6i1.3329>
- Sudarma, I. K. (2014). *Fotografi*. Graha Ilmu.
- Sutton, T. (2020). *The pocket complete color harmony: 1,500 plus color palettes for designers, artists, architects, makers, and educators*.
- Telkom University. (2024). Tipografi: Pengertian, Elemen, Fungsi, Klasifikasi dan Tips Penggunaan. Telkom University. <https://telkomuniversity.ac.id/tipografi-pengertian-elemen-fungsi-klasifikasi-dan-tips-penggunaan/>
- Thoyibah, F. (2023). Perancangan kampanye Corporate Social Responsibility (CSR) Kopi Dab tentang pengurangan sampah plastik melalui event festival film. *Undergraduate thesis*. Universitas Pembangunan Jaya. <http://eprints.upj.ac.id/id/eprint/6282>
- Tondreau, B. (2019). *Layout Essentials Revised and updated: 100 design principles for using grids*. Rockport Publishers.
- Tsabitha, A. (2024). Strategi Corporate Social Responsibility (CSR) dalam membangun citra perusahaan pada PT. Crown Worldwide Indonesia. *Pragmatik: Jurnal Rumpun Ilmu Bahasa dan Pendidikan*, 2(4), 302–312. DOI <https://doi.org/10.61132/pragmatik.v2i4.1093>
- Tymorek, S. (2019). *Advertising and public relations*. Ferguson.
- Venus, A., MA. (2018). *Manajemen Kampanye edisi revisi*.
- Yonatan, A. Z. (2025). Survei GoodStats: Benarkah kesadaran masyarakat akan isu sampah masih rendah? GoodStats. <https://goodstats.id/article/survei-goodstats-benarkah-kesadaran-masyarakat-akan-isu-sampah-masih-rendah-U7WXA>

Yulianti, C. (2024). Minat & Kesadaran Gen Z terhadap Isu Lingkungan Ternyata Tinggi, Tapi. . . Detikedu. <https://www.detik.com/edu/detikpedia/d-7612433/minat-kesadaran-gen-z-terhadap-isu-lingkungan-ternyata-tinggi-tapi>



UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA