

DAFTAR PUSTAKA

- Anggarini, A. (2021). *Desain Layout*. Depok: PNJ Press.
- Argenti, P. A. (2023). *CORPORATE COMMUNICATION* (8th ed.). New York: McGraw Hill.
- Ayuda, P. P. (2022). Perancangan Booklet Company Profile sebagai Media Promosi PT. Citra Inovasi Prima. *Jurnal Pendidikan Indonesia*, III(06).
- Balqis, R. R., & Syaikh, A. (2025). Strategi Psikopedagogis Dalam Mengatasi “Short Attention Span” Pada Anak Usia Sekolah Dasar Akibat Konsumsi Konten Digital Singkat. *Auladuna: Jurnal Studi Keislaman*, 7(01), 68.
- Binus University. (2025, April 28). *10 Makna Warna Berdasarkan Psikologi dalam Desain Digital*. Binus University Web site. <https://binus.ac.id/malang/2025/03/10-makna-warna-berdasarkan-psikologi-dalam-desain-digital/>
- Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory & Practice* (6th ed.). London: SAGE Publications.
- Fatiha, V. D. (2025). Perancangan Company Profile Depth. *Jurnal Barik*, VII(01), 240-253.
- Fiantika, F. R., Wasil, M., Jumiyati, S., Honesti, L., Wahyuni, S., Mouw, E., Jonata, Mashudi, I., Hasanah, N., Maharani, A., Ambarwati, K., Noflidaputri, R., Nuryami, & Waris, L. (2022). *Metodologi Penelitian*. Padang: PT. GLOBAL EKSEKUTIF TEKNOLOGI.
- Hashim, H. (2024, March 6). *What Is Customer Persona?* Luminoso Web site. <https://luminoso.com/what-is-customer-persona/>
- Hesniati, & Ellen. (2024). Pembuatan Company profile pada PT Win Keramindo Jaya. *Jurnal Pengabdian kepada Masyarakat Nusantara (JPkMN)*, V(01), 1414-1425.

- Iakovlev, Y. (2025, October 8). *Grids in Graphic Design (Ultimate Guide)*. Zeka Graphics Web site. <https://www.zekagraphic.com/grids-in-graphic-design-ultimate-guide/>
- Kotler, P., & Keller, K. L. (2025). *A Framework for Marketing Management*. Harlow: Pearson Education.
- Kumparan. (2023, July 15). *Digitalisasi: Pengertian dan Manfaatnya di Era Modern*. Dipetik September 5, 2025, dari Kumparan. <https://kumparan.com/ragam-info/digitalisasi-pengertian-dan-manfaatnya-di-era-modern-20nOtQEaxwB>
- Kusuma, S. (2024). *Manajemen Pemasaran di Era Digitalisasi*. Padang, Sumatera Barat: Takaza Innovatix Labs.
- Landa, R. (2022). *Advertising by Design* (4th ed.). New Jersey: John Wiley & Sons.
- Lipschultz, J. H. (2023). *Social Media Communication: Concepts, Practices, Data, Law and Ethics* (4th ed.). New York: Routledge.
- LOD Agency . (2025). *Company Profile LOD Agency*. Scribd.com. <https://www.scribd.com/document/880431027/LOD-Company-Profile>
- LOD Agency. (t.thn.). *Instagram LOD Agency*. Instagram. <https://www.instagram.com/lo.d.agency/?hl=en>
- MRA Media. (2023). *Contoh Portofolio Credential Media*. slideshare. <https://www.slideshare.net/slideshow/contoh-portofolio-credential-media/261748687>
- MRA Media. (t.thn.). *About Us*. MRA Media Web Site. <https://mramedia.com/about.html>
- Nathan, K., Wibowo, & Febriani, , R. (2016). *Perancangan Company Profile Biro Iklan dan Media Pendukungnya yang Mampu Meningkatkan Image Dan Profesionalisme Biro Iklan di Mata Pelaku Bisnis di Surabaya*.
- Newsom, D., & Hayne, J. (2017). *Public Relations Writing: Strategies & Structures* (11th ed.). Boston: Cengage Learning.

- Olrange Agency. (t.thn.). *Olrange*. Instagram. <https://www.instagram.com/olrange>
- Pinto, J. K. (2020). *Project Management: Achieving Competitive Advantage* (5th ed.). Harlow: Pearson Education Limited.
- Putra, I. B., Djelantik, A. W., Sudarma, I. M., & Bakhtiar, A. (2024). Utilization and Effectiveness of Agro-industrial Digital Marketing in Malang Raya. *Agriecobis (Journal of Agricultural Socioeconomics and Business)*, VII(02), 118-128. <https://doi.org/https://doi.org/10.22219/agriecobis.v7i02.35208>
- Rahmansyah, D. (2024, November 29). *Peralihan Iklan dari Media Cetak ke Medsos, Ini Penyebabnya*. rri.co.id. <https://rri.co.id/iptek/1154599/peralihan-iklan-dari-media-cetak-ke-medsos-ini-penyebabnya>
- Rustan, S. (2008). *Layout: Dasar & Penerapannya*. Jakarta: PT Gramedia Pustaka Utama.
- Salesforce . (2025, October 1). *What Are Customer Journeys?* Salesforce Web site. <https://www.salesforce.com/marketing/customer-journey/>
- Sary, K. A., Wibowo, S. E., Jauhari, A. M., & Ashadi, A. R. (2020). Media Booklet Company Profile CV. Sary Cards Samarinda Penunjang Aktivitas Komunikasi Pemasaran. *JURNAL ANALISIS SOSIAL POLITIK*, IV(02), 79-85. <https://doi.org/https://doi.org/10.23960/jasp.v4i2.58>
- Shimp, Terrence A.; Andrews, J. Craig. (2018). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (10 ed.). South-Western: Cengage Learning.
- Sidiroom. (2025, January 1). *Digital Marketing Agency Terbaik di Jakarta*. Sidiroom Agency Web Site. <https://sidiroom.com/digital-marketing-agency-jakarta/>
- Sitanggang, D. D. (2022, September 9). *Company Profile Adalah: Contoh, Susunan, dan Cara Membuat yang Benar*. Detik.com.

<https://www.detik.com/jabar/bisnis/d-6280455/company-profile-adalah-contoh-susunan-dan-cara-membuat-yang-benar>

Sugiyono. (2018). *Metode Penelitian Kuantitatif Kualitatif RD*. Bandung: Alfabeta.

Template.net. (2025, September 2). *Presentation Sizes*. Template.net Web site.
<https://www.template.net/graphic-design/presentation-sizes/>

Tench, R., & Waddington, S. (2021). *Exploring Public Relations and Management Communication* (5th ed.). Harlow: PEARSON EDUCATION LIMITED.

Universitas Cakrawala. (2024, November 4). *Apa Itu Company Profile, Fungsi dan Contohnya untuk Perusahaan*. Cakrawala University Web site.
<https://www.cakrawala.ac.id/berita/apa-itu-company-profile>

Watt, A. (2012). *Project Management*. Hongkong: The Open University of Hongkong.

