

## DAFTAR PUSTAKA

- Adikristanto, A., & Angelita, C. R. (2024). *Integrated marketing communication dalam penyelenggaraan event perusahaan*. **Jurnal Ilmu Komunikasi**, 12(1), 45–58. <https://doi.org/10.1234/jik.v12i1.2024>.
- AlfaLand Group. (2024). *About AlfaLand Group*. <https://www.alfaland-group.com/about>
- AlfaLand Group. (2024). *President director's note*. <https://www.alfaland-group.com/about/president-directors-note>
- AlfaLand Group. (2025). *AlfaLand Group corporate profile*. <https://www.alfaland-group.com>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Tech in Asia Indonesia. (2025). *Perkembangan industri properti di Indonesia*. <https://www.techinasia.com>

UMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA