# DAFTAR PUSTAKA


**Buku**

Direktorat Jenderal Pendidikan Tinggi Kementerian Pendidikan dan Kebudayaan. (2020). *Buku panduan: merdeka belajar - kampus merdeka*. Direktorat Jenderal Pendidikan Tinggi Kemdikbud RI.

Landa, R. (2014). *Graphic design solutions (5th ed)*. Cengage Learning.

Unilever Indonesia. (2021). *Annual report unilever indonesia 2021*. PT Unilever Indonesia Tbk.

**Website**

Fergiani, F. (2021, January 19). *Perbedaan advertising agency, production house, dan studio film*. Studio Antelope. Diakses pada 16 Maret 2023, dari https://studioantelope.com/perbedaan-advertising-agency-production-house-dan-studio-film/

OLIVER Agency. (2021, May 6). Unilever's u-studio named in-house agency of the year. oliver agency. Diakses pada 16 Maret 2023, dari https://www.oliver.agency/2021/05/06/campaign-names-unilevers-u-studio-as-global-in-house-agency-of-the-year/


UNIVERSITAS MULTIMEDIA NUSANTARA