

## DAFTAR PUSTAKA

### **Buku**

- Adams, S. (2008) *Color design workbook: A real-world guide to using color in graphic design*. Beverly, MA: Rockport Publishers.
- Altstiel & Grow. (2006). *Advertising strategy: Creative tactics from the outside/in*. California, CA: SAGE Publications, ltd.
- Ambrose & Harris (2005). *Colour*. Switzerland, SA: AVA Publishing
- Atkin, C.K. & Rice, R.E. (2013). *Public communication campaigns* (4th ed.). Thousand Oaks, CA: SAGE Publications, Inc.
- Ardhi, Y. (2013). *Merancang media komunikasi unik dan menarik*. Yogyakarta, ID: Taka Publisher.
- Cangara, H. (2006). *Pengantar ilmu komunikasi*. Jakarta, ID: PT Raja Grafindo. Persada.
- Crook, I. & Beare, P. (2016). *Motion graphics: Principle and practices from the ground up*. London, UK: Bloomsbury Publishing Plc.
- Creswell, J. W. & Clark, V. L. P. (2011). *Designing and conducting mixed method research*. Los Angeles, CA: SAGE Publications, Inc.
- Desmita (2006). *Psikologi perkembangan*. Bandung, ID: PT Remaja Rosdakarya.
- Ghertner, E. (2010). *Layouting and composition for animals*. Burlington, MA: Focal Press.
- Hurlock, E. B. (2011). *Developmental psychology*. New York, NY: McGraw-Hill Education.

- Krasner, J. (2013). *Motion graphic design: Applied history and aesthetics 3<sup>rd</sup> ed.* Burlington, MA: Focal Press.
- Kustandi, C. & Sutjipto, B. (2013). *Media pembelajaran: Manual dan digital.* Bogor, ID: Ghalia Indonesia.
- Landa, R. (2011). *Graphic design solutions.* Canada, YT: Roly Allen.
- Papalia, D. E., Old s, S. W., & Feldman, R. D. (2013). *Human development: perkembangan manusia.* Jakarta, ID: Salemba Humanika.
- Santosa, S. (2009). *Creative advertising.* Jakarta, ID: Elex Media Komputindo.
- Santrock, J. W. (2010). *Child development: Thirteen edition.* New York, NY: McGraw-Hill.
- Shaw, M. (2009). *Copywriting: Successful writing for design, advertising, and marketing.* London, UK: Laurence King Publishing, ltd.
- Sihombing, D. (2001). *Tipografi dalam desain grafis.* Jakarta, ID: Gramedia Pustaka Utama.
- Sudjana, N. & Rivai, A. (2010). *Media pengajaran.* Bandung, ID: Sinar Baru Algensindo.
- Sujarwени, V.S. (2014). *Metodologi penelitian.* Yogyakarta, ID: Pustaka Baru Press.
- Tondreau, B. (2009). *Layout essentials.* Beverly, MA: Rockport Publishers, Inc.
- Ruslan, R. (2007). *Kampanye public relations.* Jakarta, ID: PT Raja Grafindo Persada.
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioural sciences: 2nd ed.* New York, NY: Holt Rinehart & Winston.

Venus, A. (2004). *Manajemen kampanye: Panduan teoretis dan praktis dalam mengefektifkan kampanye komunikasi*. Bandung, ID: Simbiosa Rekatama Media.

### **Jurnal**

Arora, N. (2018). ATL, BTL and TTL marketing in education Industry. *International Journal of Research and Innovation in Social Science*, Vol. 2 (No.1), hlm. 13-19. ISSN: 2454-6186

Admosphere, N. (2018). ABCDE socio-economic classification. *Specification for year 2018*. Diunduh dari <https://www.nielsen-admosphere.bg/files/2014/06/Nielsen-Admosphere-ABCDE-classification-specification-2016.pdf>

Prensky. M. (2001). Digital native digital immigrants. *MCB University Press*, Vol. 9 (No. 5), hlm. 1-6.

Unicef. (2013). Early childhood development: *The key to a full and productive live, 11E*, 1-3. Diambil dari <https://www.unicef.org/dprk/ecd.pdf>

Woosley, K. & Woosley, M. (2008). Childs' play. *Theory into Practice*, Vol.47 (No.2), hlm 128-137. doi:10.1080/00405840801992330

### **Internet**

Cowman, S. (2018). How to structure an effective campaign plan. Diunduh dari <https://www.smartinsights.com/traffic-building-strategy/campaign-planning/structure-effective-campaign-plan/>

Gross, G. (2013). Violence on TV and How It Can Affect Your Children. Diunduh dari [https://www.huffingtonpost.com/dr-gail-gross/violence-on-tv-children\\_b\\_3734764.html](https://www.huffingtonpost.com/dr-gail-gross/violence-on-tv-children_b_3734764.html)

- Jefriando, M. (2017). Ini 10 daerah dengan ekonomi terbesar di RI. Diunduh dari <https://finance.detik.com/berita-ekonomi-bisnis/d-3496150/ini-10-daerah-dengan-ekonomi-terbesar-di-ri>
- Sacks, J. (2016). We are what we remember (ki tavo, covenant & conversation 5776 on spirituality). Diunduh dari <https://blogs.timesofisrael.com/we-are-what-we-remember-ki-tavo-covenant-conversation-5776-on-spirituality/>
- Setiawan, S. R. D. (2014). Survei: Kelas ekonomi atas banyak yang punya "side job". Diunduh dari <https://bisniskeuangan.kompas.com/read/2014/04/29/1521558/Survei.Kelas.Ekonomi.Atas.Banyak.yang.Punya.Side.Job>