



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

Buku

- Aaker, D. A. (1996). *Building strong brands*. New York: Free Press.
- Cobourne, M. T., DiBiase, A. T. (2010). *Handbook of orthodontics*. Philadelphia: Elsevier.
- Lupton, E., Phillips, J. E. (2008). *Graphic design the new basics*. New York: Princeton Architectural Press.
- Lupton, E., Phillips, J. E. (2015). *Graphic design the new basics* (2nd ed.). New York: Princeton Architectural Press.
- Millman, D. (2008). *The essential principles of graphic design*. Mies: RotoVision.
- Phulari, B. S. (2013). *History of orthodontics: A glance at an exciting path, the oldest specialty of dentistry has treaded so far....* New Delhi: Jaypee Brothers Medical Publishers.
- Singh, G. (2007). *Text book of orthodontics* (2nd ed.). New Delhi: Jaypee Brothers Medical Publishers.
- Squire, V. (2006). *Getting it right with type: The do and don'ts of typography*. London: Laurence King Publishing.
- Wheeler, A. (2009). *Designing brand identity: An essential guide for the whole branding team*, (3rd ed.). New Jersey: John Wiley & Sons.
- Wheeler, A. (2013). *Designing brand identity: An essential guide for the whole branding team* (4th ed.). New Jersey: John Wiley & Sons.
- Walliman, N. (2011). *Research methods: The basics*. Abingdon: Routledge.

Zelanski, P., Fisher, M. P. (1996). *Design principles and problems* (2nd ed.).

Boston: Wadsworth.

Jurnal

Furnham, A. (2000). The brainstorming myth. *Business Strategy Review*, 11(4), 21-28.

<https://pdfs.semanticscholar.org/a2f4/5b4a13c822f1710338670693bcd233aef987.pdf>

Joshi. A., Kale. S., Chandel. S., Pal. D. K. (2015). Likert scale: explored and explained. *British Journal of Applied Science & Technology*, 7(4), 396-403.

http://www.journalrepository.org/media/journals/BJAST_5/2015/Feb/Joshi742014BJAST14975_1.pdf

Internet

About Braces. (2018). Diakses dari <https://aboutbraces.org/>

Axel Dental. (2018). Diakses dari <https://www.axeldental.com/>

Cass, J. (2008). *Type classification handbook*. Diakses dari

<https://justcreative.com/web/type-classification-ebook.pdf>

Davies, W. M. (2013). *Concept mapping, mind mapping, and argument mapping:*

What are the differences and do they matter? Diakses dari

[https://www.reasoninglab.com/wp-](https://www.reasoninglab.com/wp-content/uploads/2013/10/Davies_ConceptMindArgumentmapping.pdf)

[content/uploads/2013/10/Davies_ConceptMindArgumentmapping.pdf](https://www.reasoninglab.com/wp-content/uploads/2013/10/Davies_ConceptMindArgumentmapping.pdf)

- Depkes RI. (2009). *Kategori umur menurut Depkes RI*. Diakses dari <https://www.scribd.com/doc/151484440/Kategori-Umur-Menurut-Depkes-RI>, pada tanggal 13 Januari 2019.
- FAQ - MITV Universitas Indonesia. (2018). *Kawat gigi #1: Kenapa harus pasang kawat gigi ???* Diakses dari <https://www.youtube.com/watch?v=o4Bz0wZTYoE>
- ICare Dental Sdn Bhd. (2018). Diakses dari <http://icaredental.com.my/>
- Ikatan Ortodontis Indonesia (IKORTI). (2018). Diakses dari <http://www.ikortiao.com/>
- Konsil Kedokteran Indonesia (KKI). (2018). Diakses dari <http://www.kki.go.id/>
- Mas'ud, N. W. (2014). *Persepsi masyarakat terhadap perawatan ortodontik yang dilakukan oleh pihak non profesional*. Diakses dari <https://core.ac.uk/download/pdf/77619622.pdf>
- O-smile Dental. (2018). Diakses dari <http://www.o-smiledental.com/>
- Official Net News. (2016). *Agenda NET5 kawat gigi NET5*. Diakses dari https://www.youtube.com/watch?v=yB6tutLix_M
- Orto Centre. (2018). Diakses dari <https://www.ortocentre.com/>

U M N
U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A