

## DAFTAR PUSTAKA

- Wahyudi, Ade. 2015, *Indonesia Raksasa Teknologi Asia*. Diakses pada [www.kolom.tempo.co](http://www.kolom.tempo.co) (15 Februari 2018, 20:00).
- Safanayong, Yongky. (2006). *Desain komunikasi visual Terpadu*. Jakarta: ARTE INTERMEDIA.
- Widyaharsana, James.I.W. (2010). *Mobile Marketing Sebagai Media Pemasaran*. Jakarta: Penerbit PPM.
- Galitz, Wilbert O. (2007). *The Essential Guide to User Interface Design: An Introduction to GUI Design Principles and Techniques*. Indianapolis, IN: Wiley Publishing
- Effendy, Onong Uchjana. 1990. *Ilmu Komunikasi, Teori dan Praktek*. Bandung: PT. Remaja Rosda Karya
- Cattaneo, Maier, Spooner, Monsef, Leggett, Fadeyev, Gube, Knight, Schmidt, Snell, dan Tan. (2009). *The Smashing Book*. Lübeck: Smashing Media GmbH
- Tullis dan Albert. (2013). *Measuring the User Experience: Collecting, Analyzing, and Presenting Usability Metrics*. Waltham, MA: Elsevier Inc
- Garrett, Jesse J. (2011). *The Elements of User Experience: User-Centered Design for the Web and Beyond*. Berkeley, CA: New Riders
- A Stevenson, George. (1992). *Graphic Arts Encyclopedia*. New York: Design Press.
- Williams, Robin. (1994). *The Non-Designer's Design Book*. Berkeley: Peachpit Press.
- Kusrianto, Adi. (2007). *Pengantar Desain Komunikasi Visual*. Yogyakarta: Penerbit ANDI.
- Kotler dan Keller. (2009). *Manajemen Pemasaran. Jilid I. Edisi ke 13*. Jakarta:

Erlangga

Wibowo, Ibnu Teguh. (2013). *Belajar Desain Grafis*. Yogyakarta: Buku Pintar.

Sriwitari dan Widnyana. (2014). *Desain Komunikasi Visual*. Yogyakarta: Graha Ilmu

Osterwalder dan Pigneur. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Chichester, UK: Wiley Publishing

Milgrom, P. (2004). *Putting Auction Theory to Work*. New York: Cambridge University Press.

McAfee, R. P., & McMillan, J. (1987, June). *Auction and Bidding*. *Journal of Economic Literature*, XXV, 699-738. Retrieved from [cramton.umd.edu](http://cramton.umd.edu)

Krishna, V. (2010). *Auction Theory (Second Edition ed.)*. London: Academic Press.

Newhall, Beaumont. (2005). *The History of Photography*. New York: The Museum of Modern Art

Efendy, A. S., & Desintha, S. (2016). *The Study of Potrait Photography in Political Advertising Campaign*. *Bandung Creative Movement (BCM) Journal*, 3(1). Diakses pada <https://scholar.google.co.id/citations?user=WuzFvk8AAAAJ&hl> (18 Agustus 2018, 12:01)

Sumber lain:

Mobile Marketing Association. (2008). *Mobile Applications*. New York: Mobile Marketing Association.