

## DAFTAR PUSTAKA

- A, Shimp, Terence. 2003. *Periklanan Promosi & Aspek Tambahan Komunikasi Pemasaran. Terpadu, Jilid I* (edisi 5), Jakarta: Erlangga
- Abraham H. Maslow, 2010, *Motivation and Personality*. Rajawali, Jakarta.
- Fletcher, Kate, and Lynda Grose. 2012. *Fashion & Sustainability: Design for Change*. London, England: Laurence King
- Huwaida, Nabilah. 2019. *Perancangan Promosi Clothing Brand Cotton Buttont*. Tugas Akhir: Telkom University
- Kotler, Philip and Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Prentice Hall, Inc.
- Kursianto, Adi. 2007. *Pengantar Desain Komunikasi Visual*. Yogyakarta: Andi Offset
- Moriarty, Mitchell & William Wells. 2009. *Advertising, Principles & Practice*. New Jersey: Pearson
- Moriarty, Sandra. 2015. *Advertising*. Jakarta: Prenadamedia Grup
- Neumeier, Marty. 2003. *The Brand Gap*. USA : AIGA
- S, Lia Anggraini dan Kirana Nathalia. 2018. *Desain Komunikasi Visual; Dasar-dasar Panduan untuk Pemula*. Bandung: Penerbit Nuansa
- Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta

### Sumber Internet:

- McNish, Hollie. 2018. *Beautiful*. Facebook: *Fashion Revolution*  
<https://www.facebook.com/fashionrevolution.org/videos/1782042835222552/>
- Nurbani, Sri, dan Nanda Ayu R. Dewi. "Designing Verbal Message And Visual Media Of Quick Chicken." *6th Bandung Creative Movement 2019, Bandung, Indonesia, October 2019*. Telkom University, 2019, pp. 446-450.  
<https://www.neliti.com/id/publications/293384/designing-verbal-message-and-visual-media-of-quick-chicken>