

Daftar Pustaka

- Ardie (2015) Pengaruh Brand Awareness, Brand Equity, Nation dan Loyalty? <https://ardie94.wordpress.com/2015/12/04/apa-pengertian-brand-awareness-brand-equity-asosiasi-dan-loyalty/>
- Basuki (2010) Pengertian Sepatu Kulit <https://amanahsues.wordpress.com/2015/01/14/pengertian-sepatu-kulit/>
- Brown, Mckay, Skalberg (2015) Brand Activation: Implementing The Real Drivers of Sales and Profit
- Ilhamsyah, 2021. Pengantar Strategi Kreatif ADVERTISING ERA DIGITAL. Yogyakarta: Penerbit Andi
- Ilhamsyah, Ilhamsyah, and Herlina Herlina. "Tagline in Advertisement Digital Era Case Study of #adaaqua Advertising Campaign." 6th Bandung Creative Movement 2019, Bandung, Indonesia, October 2019. Telkom University, 2019, pp. 483-487.
- Johngudil (2010) Brand Awareness Overview <https://johngudil.wordpress.com/2010/02/23/brand-awareness-overview/>
- Kusrianto (2009) Pengantar Desain Komunikasi Visual. Yogyakarta
- Littlejohn, Stephen W; Foss, Karen A. 2009. *Teori Komunikasi, edisi 9*. Jakarta: Salemba Humanika
- Liembawati, Dharmayanti, Brahmana (2014) Analisis Pengaruh *Brand Activation* Terhadap *Community* pada PT ISM Bogasari *Flour Mills* <https://media.neliti.com/media/publications/140273-ID-none.pdf>
- Meilyana (2018) AISAS Model <https://bbs.binus.ac.id/gbm/2018/08/13/aisas-model/>
- Moriarti, Sandra. 2011. *Advertising*: Jakarta. Prenanda Media Grup
- Saeed, Zameer, Taufail, Ahmad (2015) *Brand Activation: A Theoretical Perspective*
- Sugiyono (2016). Metode penelitian Kuantitatif, Kualitatif, dan R&D

Nurusholih, Sonson. Analisis Retorika Visual Konten Iklan Produk Pada *Account Instagram* Bank BNI. *Desain Komunikasi Visual, Manajemen Desain dan Periklanan (Demandia)*, [S.l.], v. 4, n. 2, p. 199-214, nov. 2019. ISSN 2502-2431. Available at: <[//journals.telkomuniversity.ac.id/demandia/article/view/1935](http://journals.telkomuniversity.ac.id/demandia/article/view/1935)>. Date accessed: 24 feb. 2021. doi: <https://doi.org/10.25124/demandia.v4i2.1935>

Ratna, Nyoman Kutha. 2010. *Metode Penelitian, Kajian budaya dan ilmu sosial humaniora pada umumnya*. Yogyakarta: Pustaka Pelajar

Wasil (2017) Pengaruh *Brand awareness association dan percieved quality*. Samarinda