

DAFTAR PUSTAKA

A. Referensi Buku

- Anggraini, L., & Nathalia, K. (2018). *Desain Komunikasi Visual*. Nuansa Cendekia.
- Ballon, R. (2009). *Breathing Life into Your Characters: How to Give Your Characters Emotional & Psychological Depth*. Cincinnati: Writers Digest Books.
- Best, K. (2006). *Design Management: Managing Design Strategy, Process and Implementation*. AVA Publishing.
- Hitt, M. A., Ireland, R. D., Sirmon, D. G., & Trahms, C. A. (2011). *Strategic Entrepreneurship: Creating Value for Individuals, Organizations, and Society*. Academy of Management Perspectives.
- Keegan, W. J., & Green, M. C. (2008). *Global Marketing*. Pearson/Prentice Hall.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran*. Erlangga.
- Kusnadi. (2018). *Dasar Desain Grafis*. EDU PUBLISHER.
- Lubis, A. N. (2004). *Strategi Pemasaran dalam Persaingan Bisnis*. Universitas Sumatera Utara.
- Maharsi, I. (2016). *Ilustrasi*. Yogyakarta: BP ISI Yogyakarta.
- Mozota, B. B. (2003). *Design Management: Using Design to Build Brand Value and Corporate Innovation*. New York: Allworth Press.
- Soewardikoen, D. W. (2013). *Metodologi Penelitian Visual*. Bandung: Dinamika Komunikas.
- Soewardikoen, D. W. (2019). *Metodologi Penelitian Desain Komunikasi Visual*. Yogyakarta: PT Kanisius.
- Sugiyama, K., & Andre, T. (2011). *The Dentsu Way*. New York: McGraw-Hill.

- Sugiyono. (2013). *Metodelogi Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: ALFABETA.
- Susanthi. (2017). *Analisis Lingkungan Internal dan Eksternal dalam Mencapai Tujuan Perusahaan (Studi Kasus Galileo Batam)*. Academia.
- Swasty, W. (2016). *Branding*. Bandung: PT Remaja Rosdakarya.
- Wheelen, T. L., & Hunger, J. (2012). *Strategic Management and Business Policy: Toward Global Sustainability*, 13th Edition. Pearson.
- Yunus, E. (2016). *Manajemen Strategis*. Penerbit Andi.

Referensi Jurnal

- Lubis, A. N. (2004). *Strategi Pemasaran dalam Persaingan Bisnis*. Universitas Sumatera Utara.
- Prabawa, B., & Swasty, W. (2014). *Applying Strategic Design To Build Brand Value And Corporate Innovation*. Bandung Creative Movement (BCM) Journal, 177.
- Susanthi. (2017). *Analisis Lingkungan Internal dan Eksternal dalam Mencapai Tujuan Perusahaan (Studi Kasus Galileo Batam)*. Academia.
- Swasty, W., Putri, M. K., Koesoemadinata, M. I., & Gunawan, A. N. (2021). *The Effect of Packaging Color Scheme on Perceptions*. JMK, vol. 23, no. 1, 28.
- Swasty, W., & Putera, D. Y. (2017). *Perancangan Identitas Visual dan Pengaplikasian pada Media Promosi Museum Sri Baduga*. Andharupa.

B. Referensi Online

- Keen, A. (2018). *Here's Which Millennial Hairstyle To Rock This Spring, Based On Your Sign*. Dimuat dalam: <https://www.thetalko.com/heres-which-millennial-hairstyle-to-rock-this-spring-based-on-your-sign/>
- Klik Dokter. (2020). *Mengapa Banyak Orang Enggan Periksa ke Dokter Kulit?*. dimuat dalam: <https://www.klikdokter.com/info-sehat/read/3643468/mengapa-banyak-orang-enggan-periksa-ke-dokter-kulit>

- Republika.co.id. (2020). *Tiga Dampak Besar Pandemi Covid-19 bagi Ekonomi RI*.
dimuat dalam: <https://republika.co.id/berita/qdgt5p383/tiga-dampak-besar-pandemi-covid19->
- Kompas.com. (2021). *Jumlah Pengguna Internet Indonesia 2021 Tembus 202 Juta*.
dimuat dalam: <https://tekno.kompas.com/read/2021/02/23/16100057/jumlah-pengguna-internet-indonesia-2021-tembus-202-juta>
- Shaw, B. (2016). *These Are The Best Hairstyles For Millennial Men*. Retrieved
from Hairstyle on Point. Dimuat dalam: <https://hairstyleonpoint.com/best-hairstyles-millennial-men/>
- The Jakarta Post. (2019). *Taboos, low awareness hinder women's reproductive health in Indonesia: Study*. Jakarta, Indonesia. Dimuat dalam:
<https://www.thejakartapost.com/news/2019/09/14/taboo-low-awareness-hinder-womens-reproductive-health-in-indonesia-study.html>