

DAFTAR PUSTAKA

- Philip Kotler, 2012, Manajemen Pemasaran, Edisi Millenium, Jilid 2, PT Prenhallindo, Jakarta
- Heidrick and Struggles. 2009. The Adoption of Digital Marketing in Financial Services Under Crisis.
- Widiatmoko, Didit, (2019), Metodologi Penelitian Desain Komunikasi Visual, D.I. Yogyakarta:PT Kanisius.
- Soewardikoen, Didit Widiatmoko. (2013). Metodologi Penelitian Visual. Bandung: CV Dinamika Komunikasi
- Supriyono, Rakhmat. Edisi 2017. Desain Komunikasi Visual, Teori dan aplikasi. Yogyakarta: Penerbit Andi
- Gitosudarmo, Indriyo. (2014). Manajemen Operasi. Yogyakarta. BPFE Yogyakarta
- Aris Jatmika Diyatma, 2017, Pengaruh Promosi Melalui Media Sosial Instagram Terhadap Keputusan Pembelian Produk Saka Bistro, eProceeding of Management : Vol.4, No.I April 2017, Fakultas Ekonomi & Bisnis, Universitas Telkom.
- Fandy Tjiptono. 2015. Strategi Pemasaran. Edisi 4: Andi
- Munthe, R. D., Brata, K. C., & Fanani, L. 2018. Analisis User Experience Aplikasi Mobile Facebook (Studi Kasus pada Mahasiswa Universitas Brawijaya). Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer, 2679- 2688.
- Robinson, T. R., Henry, E., dkk. 2015. International Financial Statement Analysis, Third Edition.
- Madiyant, Muslikh. (2020). *Copywriting: Retorika, iklan dan storytelling, teori dan teknik menulis naskah iklan*. Yogyakarta: Gadjah Mada University Press.

Sumber Internet

- Andriyanto A. R., & Triani R. A. (2015) 360° Virtual Reality Panorama Of Indonesia Tourism. Bandung Creative Movement 2015 2nd International Conference on Creative Industries "Strive to Improve Creativity", 302-3012.
- Swasty W., & Utama J. (2017) Warna Sebagai Identitas Merek Pada Website, 1-16.
- Rochmawan N. A., Swasty W., & Arumsari Y.R. (2021) Peningkatan Brand

Awareness Produsen Susu Sapi Dengan Strategi Desain. 928-947.

New Jersey: CFA Institute Investment Series.

<https://www.pinhome.id/> <https://www.kajianpustaka.com/>

<https://www.kajianpustaka.com/2020/09/copywriting-dan-copywriter.html>. https://semanticstudios.com/user_experience_design/

[http://semanticstudios.com/user_experience_design/](https://semanticstudios.com/user_experience_design/)

[http://semanticstudios.com/user_experience_design/](https://semanticstudios.com/user_experience_design/), (diakses pada 5/16/22)

<https://www.webfx.com/blog/web-design/modern-web-design/>