

## DAFTAR PUSTAKA

- American Marketing Association. (2017). Definitions of marketing. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Anggraini S, Lia., & Natalia, K. (2014). Desain komunikasi visual: dasar-dasar panduan untuk pemula. Bandung: Nuansa Cendekia.
- Ardhi, Yudha. (2013). Merancang media promosi unik dan menarik. Yogyakarta: Taka Publisher.
- Ariani, Angela., & Banjarnahor, D. N. (2018). Pengaruh Tampilan dan Konten Terhadap Efektivitas Promosi Melalui Website Pada PT.Elegant Tour and Travel Medan. *Jurnal Media Wisata*, 16(2), 1041. <http://jurnal.ampta.ac.id/index.php/MWS/article/view/280>
- Batubara, R. P., & Anshar, A. (2019). Analisis penerapan prinsip ekowisata di kebun raya cibinong kabupaten bogor. *Bogor Hospitality Journal*, 3(2), 1-7. <https://stpbogor.ac.id/download/journal-vol-3-no-2.pdf>
- Berliandaldo, M., Chodiq, A., & Fryantoni, D. (2021). Kolaborasi dan sinergitas antar stakeholder dalam pembangunan berkelanjutan sektor pariwisata di kebun raya cibinong. *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 4(2), 221-234. <http://inobis.org/ojs/index.php/jurnal-inobis/article/view/179>
- Cahyono, A. S. (2016). Pengaruh media sosial terhadap perubahan sosial masyarakat di indonesia. *Publiciana*, 9(1), 140. <https://doi.org/10.36563/publiciana.v9i1.79>
- Camilleri, Mark Anthony. (2018). The Branding of Tourist Destinations: Theoretical and Empirical Insights. Emerald Publishing Limited.
- Da Silveira, C., Lages, C., & Simões, C. (2013). Reconceptualizing brand identity in a dynamic environment. *Journal of Business Research*, 66(1), 28-36. <https://doi.org/10.1016/j.jbusres.2011.07.020>
- Hvass, Kristian, Munar, Ana. (2012). The takeoff of social media in tourism. *Journal of Vacation Marketing*.
- Isdarmanto. (2017). Dasar-Dasar Kepariwisata dan Pengelolaan Destinasi Pariwisata. Yogyakarta: Gerbang Media Aksara & STiPrAm.
- José Luis Ruiz-Real., Juan Uribe-Toril. Juan Carlos Gázquez-Abad. (2020). Destination branding: Opportunities and new challenges. *Journal of Destination Marketing & Management*. 17.
- Kotler, Philip & Keller, Kevin Lane. (2012). Marketing management 14th global edition (14th Global Ed.). New Jersey: Pearson.
- Kotler, Philip., & Keller, K. L. (2009). Manajemen pemasaran. (Edisi kedua belas). Jakarta: PT Indeks.
- Kurniansyah, O., & Siswanto, R. A. (2018). Perancangan identitas visual kawasan wisata mandeh sebagai objek wisata bahari di provinsi sumatera barat. *e-Proceedings of Art & Design*, 5(1), 190.

- Kusrianto, Adi. (2007). Pengantar Desain Komunikasi Visual. Yogyakarta: C.V Andi Offset.
- Leung, Daniel & Law, Rob & Van Hoof, Hubert & Buhalis, Dimitrios. (2013). Social Media in Tourism and Hospitality: A Literature Review. *Journal of Travel & Tourism Marketing*.
- Masruro, M., Naufalina, F. E., & Supriadi, O. A. (2020). Perancangan identitas visual wisata pantai kondang merak sebagai upaya meningkatkan brand awareness. *e-Proceedings of Art & Design*, 7(2). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/artdesign/article/view/12624>
- Marpaung, H. (2002). Pengetahuan kepariwisataan. Bandung: Alfabetha.
- Mindrut, S., Manolica, A., Roman, C. T. (2015). Building Brands Identity. *Procedia Economics and Finance*, 20, (393-403). [https://doi.org/10.1016/S2212-5671\(15\)00088-X](https://doi.org/10.1016/S2212-5671(15)00088-X)
- Muhtaram, N. Z., & Melga, B. (2019). Perancangan identitas visual dan media promosi museum situs semedo di kabupaten tegal. *e-Proceeding of Art & Design*, 6(2), 1060. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/artdesign/article/download/9359/9228>
- Nina Mistriani., dkk. (2021). Pengantar Pariwisata dan Perhotelan. Medan: Yayasan Kita Menulis.
- Ongkowidjojo, M. C., Wibawa, A. P., & Nuriarta, I. W. (2022). Kajian semiotika pada media promosi billboard fesyen preppstudio. *AMARASI: JURNAL DESAIN KOMUNIKASI VISUAL*, 3(01), 63–64. <https://doi.org/10.59997/amarasi.v3i01.1047>
- Perreault, William D., Cannon, Joseph P., McCarthy, E. Jerome., (2015). Essentials of marketing: a marketing strategy planning approach. New York: McGraw-Hill Education.
- Quesenberry, Keith A. (2019). Social media strategy: marketing, advertising, and public relations. Lanham: Rowman & Littlefield.
- Sugiyama, K. & Andree, T. (2011). The dentsu way: secret of cross switch marketing from the world's most innovative advertising agency. New York, United Staed: McGraw Hill Professional.
- Suwarso, W. A. (2021). Peran masyarakat dalam promosi pariwisata kota singkawang. *Jurnal PIKMA: Publikasi Ilmu Komunikasi Media Dan Cinema*, 3(2), 146. <https://doi.org/10.24076/pikma.v3i2.474>
- Suwena, I. K., & Widyatmaja, I. G. N. (2017). Pengetahuan Dasar Ilmu Pariwisata. Denpasar: Pustaka Larasan.
- Utama, I Gusti Bagus Rai. (2017). Pemasaran Pariwisata. Yogyakarta: Andi Offset Yogyakarta.
- Yaskawa, N. O., Nugraha, N. D., & Apsari, D. (2021). Perancangan identitas visual destinasi wisata pantai madasari. *e-Proceeding of Art & Design*, 8(6), 2765.