

DAFTAR PUSTAKA

- Amaro, S., Morgado Ferreira, B., & Henriques, C. (2020). Towards a deeper understanding of the purchase of *souvenirs*. *Tourism and Hospitality Research*, 20(2), 223–236.
- Anholt, S. (2006). The Anholt-GMI city brands index: How the world sees the world's cities. *Place Branding*, 2, 18–31.
- Ashworth, G. (2009). The instruments of place *branding*: How is it done? *European Spatial Research and Policy*, 16(1), 9–22.
- Ashworth, G. J., & Voogd, H. (2012). Marketing of tourism places: What are we doing? In *Global tourist behavior* (pp. 5–19). Routledge.
- Avraham, E. (2020). Nation *branding* and marketing strategies for combatting tourism crises and stereotypes toward destinations. *Journal of Business Research*, 116, 711–720.
- BPS. (2023). *Statistik Daerah Kota Bandung 2023*.
- Bustomi, T., & Avianto, B. N. (2022). City *branding* of the “music-design-culinary” as urban tourism of Bandung, West Java. *International Journal of Tourism Cities*, 8(1), 53–69.
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D., & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of Research in Nursing*, 25(8), 652–661.
- Chan, A., Suryadipura, D., & Kostini, N. (2021). City image: city *branding* and city identity strategies. *Review of Integrative Business and Economics Research*, 10, 330–341.
- Clancy, M. (2011). Re-presenting Ireland: tourism, *branding* and national identity in Ireland. *Journal of International Relations and Development*, 14, 281–308.
- Ekadjati, E. S., Hardjasaputra, S., & Mardiana, I. (1985). *Sejarah Kota Bandung 1945-1979*. Direktorat Sejarah dan Nilai Tradisional, Departemen Pendidikan dan Kebudayaan.
- Fadhallah, R. A. (2021). *Wawancara*. Unj Press.
- Ge, J., & Gretzel, U. (2018). Social media-based visual strategies in tourism marketing. *International Journal of Semiotics and Visual Rhetoric (IJSVR)*, 2(2), 23–40.

- Hall, S. (1997). *Representation : cultural representations and signifying practices*. Sage in association with the Open University.
- Hartanti, M., Lukman, C., & Nurviana, N. (2020). Representation of Women in Food *Souvenir* Packaging in Bandung, Indonesia, 1950 to 2018. *The International Journal of Visual Design*, 14, 1–19. <https://doi.org/10.18848/2325-1581/CGP/v14i02/1-19>
- Hazime, H. (2011). From city *branding* to e-brands in developing countries: An approach to Qatar and Abu Dhabi. *African Journal of Business Management*, 5(12).
- Healy, R. G. (1994). Tourist merchandise'as a means of generating local benefits from ecotourism. *Journal of Sustainable Tourism*, 2(3), 137–151.
- Hermawan, I. (2011). Bandung Sebagai Ibukota Hindia Belanda. *Arkeologi Masa Kini*, 129–142.
- ICOM. (2020). *The museum definition: a fact sheet* .
- Jannah, B., Arifin, Z., & Kusumawati, A. (2014). *Pengaruh city branding dan city image terhadap keputusan berkunjung wisatawan ke Banyuwangi* (Vol. 17). Brawijaya University.
- Kapferer, J.-N. (2008). *The new strategic brand management: Creating and sustaining brand equity long term*. Kogan Page Publishers.
- Kavaratzis, M. (2004). From city marketing to city *branding*: Towards a theoretical framework for developing city brands. *Place Branding*, 1, 58–73.
- Khasanah, U. (2020). *Pengantar Microteaching*. Deepublish.
- Kim, S., & Littrell, M. A. (2001). *Souvenir* buying intentions for self versus others. *Annals of Tourism Research*, 28(3), 638–657. [https://doi.org/https://doi.org/10.1016/S0160-7383\(00\)00064-5](https://doi.org/https://doi.org/10.1016/S0160-7383(00)00064-5)
- Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of Brand Management*, 9(4), 249–261. <https://doi.org/10.1057/palgrave.bm.2540076>
- Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). *Marketing management: an Asian perspective*. Pearson London.
- Kurniawan, J. N. (2021). *Perancangan Pisat Komunitas dan Olahraga Berbasis Pop-Culture di Kota Bandung, Jawa Barat*. Universitas Kristen Duta Wacana.
- Lehmannová, M. (2020). *224 YEARS OF DEFINING THE MUSEUM*. International

Council of Museums.

- Lynch, K. (1960). The image of the environment. *The Image of the City*, 11, 1–13.
- Manola, M., & Balermipas, A. (2020). *Souvenirs: Their Role In Tourism Industry, Cultural Heritage And Their Utilization In Experiential Teaching. Archives of Business Review–Vol*, 8(9).
- Melany, & Sudarmiati. (2023). The Role of *Souvenir* in Tourism Indonesia: a Thematic Review. *Jurnal Manajemen Bisnis, Akuntansi Dan Keuangan*, 2(1). <https://doi.org/10.55927/jambak.v2i1.4056>
- Mihardja, E. J., Mulyasari, P., Widiastuti, T., & Bintaro, K. (2019). *Strategy City Branding*. Penerbit Universitas Bakrie.
- Montgomery, M. (2018). *Language, media and culture: the key concepts*. Routledge.
- Nawangpalupi, C. B., Arinta, L., & Denitasari, F. F. (2023). *Indeks Kota/Kabupaten Kreatif Jawa Barat 2023*.
- Nofia, V. S. S., & Bustam, M. R. (2022). Analisis Semiotika Roland Barthes pada sampul buku Five Little Pigs Karya Agatha Christie. *Mahadaya: Jurnal Bahasa, Sastra, Dan Budaya*, 2(2), 143–156.
- nubandung.id. (2022, August 30). *10 Ciri Khas Kota Bandung Ini Jadi Ikon Destinasi Wisata Keren*. Nubandung.Id.
- Osborne, H. (1985). Museums and their functions. *Journal of Aesthetic Education*, 19(2), 41–51.
- Paraskevaidis, P., & Andriotis, K. (2015). Values of *souvenirs* as commodities. *Tourism Management*, 48, 1–10.
- Portal Bandung. (2021, November 1). *Jembatan Pasupati*. Portal Bandung.
- Pradewa, B. (2018, May 17). *Ini Lima Objek Jadi Penentu Ikon Kota Bandung*. JawaPos.Com.
- Rahardjo, M. (2010). *Triangulasi dalam penelitian kualitatif*.
- Rai, N., & Thapa, B. (2015). A study on purposive sampling method in research. *Kathmandu: Kathmandu School of Law*, 5(1), 8–15.
- Rizal, A. (2020). *Menikmati Gedung-Gedung Tua di Bandung: Wisata Alternatif di Kota Bandung*. Tel-U Press.
- Ross, S. (2011). *THE ENCODING/DECODING MODEL REVISITED*.

- Rusnandar, N. (2010). Sejarah Kota Bandung dari” bergdessa”(desa udik) menjadi Bandung” heurin ku tangtung”(metropolitan). *Patanjala: Journal of Historical and Cultural Research*, 2(2), 273–293.
- Sapta, I. K. S., & Landra, N. (2018). Bisnis pariwisata. *CV. Noah Aletheia*, 1.
- Scott, N., Suwaree Ashton, A., Ding, P., & Xu, H. (2011). Tourism *branding* and nation building in China. *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 227–234.
- Soewardikoen, D. W. (2021). *Metodologi Penelitian Desain Komunikasi Visual–Edisi Revisi*. PT Kanisius.
- Sthapit, E., & Björk, P. (2019). Relative contributions of *souvenirs* on memorability of a trip experience and revisit intention: A study of visitors to Rovaniemi, Finland. *Scandinavian Journal of Hospitality and Tourism*, 19(1), 1–26.
- Strauss, A., & Corbin, J. (2003). Penelitian kualitatif. *Yogyakarta: Pustaka Pelajar*, 158–165.
- Strauss, A., & Corbin, J. (2013). Dasar-dasar penelitian Kualitatif, Diterjemahkan oleh Muhammad Shodiq dan Imam Muttaqien. *Yogyakarta: Pustaka Pelajar*.
- Sulistio, A. B. (2021). *Branding Sebagai Inti Dari Promosi Bisnis*.
- Sussan, F., Hori, A., & Nakagawa, H. (2018). IS HOKKAIDO “EXPANDING HORIZON”? SEEKING A TRIADIC RELATIONSHIP OF PLACE *BRANDING*, DESTINATION PRODUCT *BRANDING*, AND *SOUVENIR* BRAND PERSONALITY IN REGIONAL *BRANDING*. *Global Marketing Conference*, 1628–1635.
- Sutaarga, Moh. A. (1983). *Pedoman Penyelenggaraan dan Pengelolaan Museum*. Direktorat Permuseuman Direktorat Jenderal Kebudayaan Departemen Pendidikan dan Kebudayaan.
- Thompson, F., Hannam, K., & Petrie, K. (2012). Producing ceramic art works through tourism research. *Annals of Tourism Research*, 39(1), 336–360.
- Wall, G. (2024). The authenticity of *souvenirs*: examples from Taiwan. *Frontiers in Sustainable Tourism*, 3, 1346641.
- Wheeler, A. (2017). *Designing brand identity: an essential guide for the whole branding team*. John Wiley & Sons.
- Yananda, M. R., & Salamah, U. (2014). *Branding tempat: membangun kota, kabupaten, dan provinsi berbasis identitas*. Makna Informasi.

- Zaim, I. A., Koesoemadinata, M. I. P., & Sari, S. A. (2022). Sundanese culture representation in tourism marketing: A visual content and semiotic analysis of website pictorial element. *The Asian Journal of Technology Management*, 15(3), 224–234.
- Zeen, F. A., & Trihanondo, D. (2014). *Pemanfaatan Ikon-Ikon Khas Kota Bandung Untuk Perancangan Produk Oleh-Oleh dan Merchandise*.
- Zhang, L., & Zhao, S. X. (2009). City *branding* and the Olympic effect: A case study of Beijing. *Cities*, 26(5), 245–254.
- Zhou, L., & Wang, T. (2014). Social media: A new vehicle for city marketing in China. *Cities*, 37, 27–32.