

DAFTAR PUSTAKA

- 99designs. (n.d.). Design Trends. <https://99designs.com/blog/trends/>
- 99designs. (n.d.). Logo Design. <https://99designs.com/logo-design>
- Anggraini, N. (2014). Desain komunikasi visual: dasar-dasar panduan untuk pemula. Nuansa.
- Ariprahara. (2012). Kajian Analisis Identifikasi Iklan Luar Ruang Wall Painting. VISUALITA, 4(1). <http://visualita.unikom.ac.id/>
- Ariprahara, & Maulina. (2017). The Visual Strategic of Government Health Warning System with Public Services Advertisement at Cigarette Packaging in Indonesia. Medwell, 2(12).
- Aulia, R. (2022). Pelatihan Desain Poster Interaktif Menggunakan Canva dalam Mendukung Sosialisasi Prosedur Pencegahan Covid-19 di Lingkungan SMP Bina Taruna Bandung. Dinamisia: Jurnal Pengabdian Kepada Masyarakat.
- Badan Pusat Statistik Kota Bandung. (2023). Kota Bandung Dalam Angka 2023. <https://bandungkota.bps.go.id/publication/2023/02/24/f9b9c73b785b6583a108ada2/kota-bandung-dalam-angka-2023.html>
- Bauhaus-Archiv / Museum für Gestaltung. (n.d.). The Bauhaus. https://www.bauhaus.de/en/das_bauhaus/
- Bauhaus Movement. (n.d.). Bauhaus History. <https://bauhaus-movement.com/en/>
- Behance. (n.d.). Discover. <https://www.behance.net/galleries>
- Behance. (n.d.). Graphic Design Projects. <https://www.behance.net/galleries/graphic-design>
- Boyd. (2011). Manajemen pemasaran: suatu pendekatan strategis dengan orientasi global. Erlangga.
- Brook, R. H. (2017). Should the Definition of Health Include a Measure of Tolerance?. Journal of the American Medical Association, 317(6), 585-586.
- Dinas Kesehatan Kota Bandung. (2023). Profil Kesehatan Kota Bandung Tahun 2022. <https://dinkes.bandung.go.id/>

- Ilhamsyah. (2021). Pengantar Strategi Kreatif ADVERTISING ERA DIGITAL. Andi.
- International Diabetes Federation. (2023). IDF Diabetes Atlas (10th ed.).
<https://diabetesatlas.org/>
- Kementerian Kesehatan Republik Indonesia. (2023). Pedoman Gizi Seimbang.
<https://www.kemkes.go.id/article/view/23081000001/pedoman-gizi-seimbang.html>
- Kusrianto, A. (2009). Pengantar Desain Komunikasi Visual. Penerbit Andi.
- Landa, R. (2019). Graphic Design Solutions (6th ed.). Cengage Learning.
- Malau, H. (2017). Manajemen Pemasaran. Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era. Alfabeta.
- MILO Indonesia [@miloindonesia]. (n.d.). Home [Instagram profile].
<https://www.instagram.com/miloindonesia/>
- MILO Indonesia. (n.d.). Home [YouTube channel]. <https://www.youtube.com/@MILOIndonesia>
- Moriarty, S., Mitchell, N., & Wells, W. (2018). Advertising & IMC: Principles and Practice (11th ed.). Pearson.
- Nestlé. (2021). MILO® Less Sugar. <https://www.nestle.co.id/brands/beverages/milo-less-sugar>
- Nestlé Indonesia. (n.d.). Produk. MILO Indonesia. <https://www.milo.co.id/produk>
- Pangestu, R. (2019). Penerapan kampanye sosial dalam desain komunikasi visual. Besaung Jurnal Seni, Desain, dan Budaya, 4(4), 159.
<https://ejournal.uigm.ac.id/index.php/Besaung/article/view/796/959>
- Pemerintah Kota Bandung. (2023). Bandung Juara. <https://bandung.go.id/>
- Pinterest. (n.d.). Design Inspiration. <https://www.pinterest.com/categories/design/>
- Pinterest. (n.d.). Graphic Design Pins. <https://www.pinterest.com/topics/graphic-design/>
- Pinterest Business. (n.d.). Pinterest for Business. <https://business.pinterest.com/>
- Rustan, S. (2017). Layout, Dasar & Penerapannya. Gramedia Pustaka Utama.

Shimp, T. A., & Andrews, J. C. (2013). Advertising, Promotion, and Other Aspects of Integrated Marketing Communications (9th ed.). South-Western Cengage Learning.

Soewardikoen. (2021). Metodologi penelitian desain komunikasi visual. Kanisius.

Supriyono, R. (2010). Desain Komunikasi Visual: Teori dan Aplikasi. Penerbit Andi.

The Bauhaus-Dessau Foundation. (n.d.). Bauhaus Buildings in Dessau. <https://www.bauhaus-dessau.de/en/architecture/bauhaus-buildings-in-dessau.html>

Tinarbuko, S. (2015). DEKAVE: Desain Komunikasi Visual - Penanda Zaman Masyarakat Global. CAPS (Center for Academic Publishing Service).

Wheeler, A. (2017). Designing Brand Identity: An Essential Guide for the Whole Branding Team (5th ed.). John Wiley & Sons.

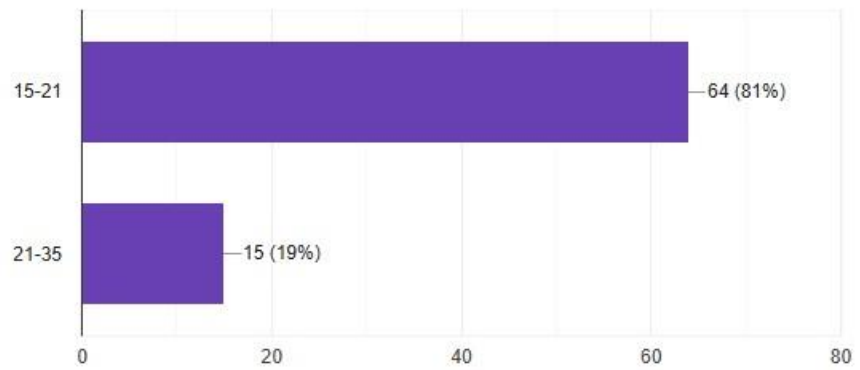
World Health Organization. (2023). Diabetes. <https://www.who.int/health-topics/diabetes>

LAMPIRAN

Berapakah usia anda?



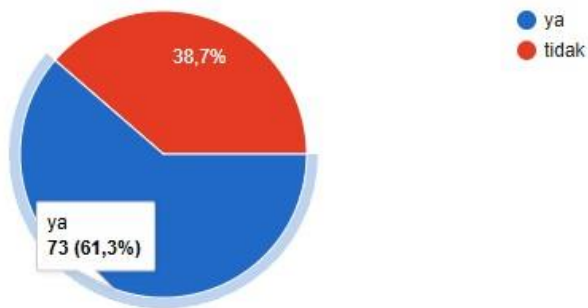
79 jawaban



Apakah anda berdomisili Bandung?

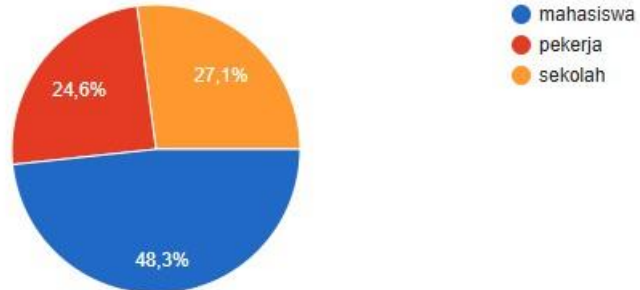


119 jawaban



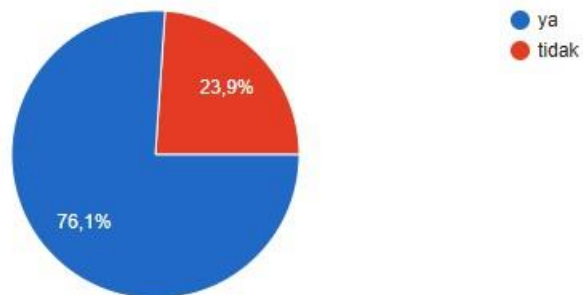
Status

118 jawaban



apakah kamu suka minuman coklat?

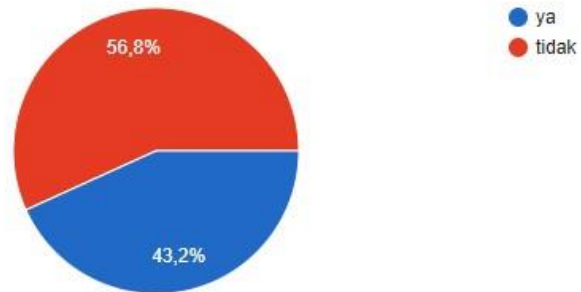
117 jawaban



apakah kamu aware tentang gaya hidup sehat?



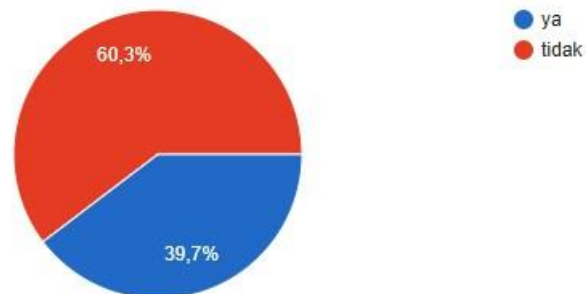
118 jawaban



apakah kamu termasuk orang yang memperhatikan kandungan saat membeli produk minuman?



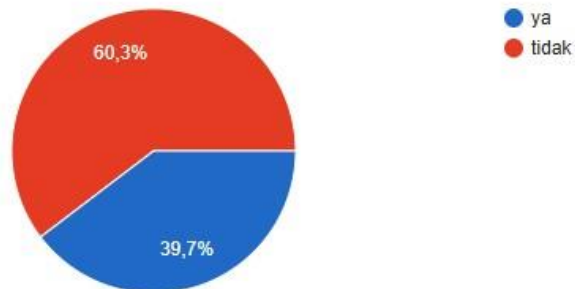
116 jawaban



apakah kamu termasuk orang yang memperhatikan kandungan saat membeli produk minuman?



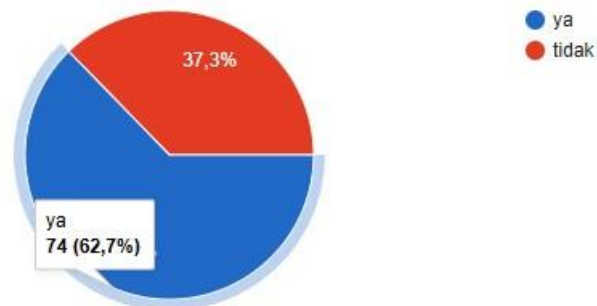
116 jawaban



apakah kamu mengetahui produk MILO LESS SUGAR?

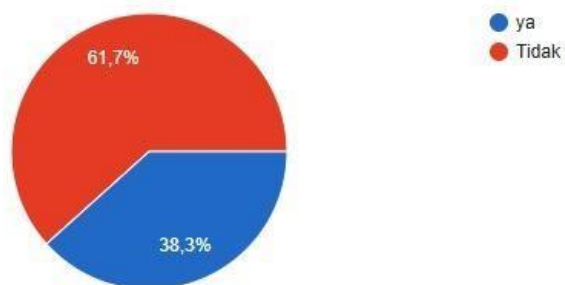


118 jawaban



apakah anda sering membeli varian milo less sugar beserta manfaatnya?

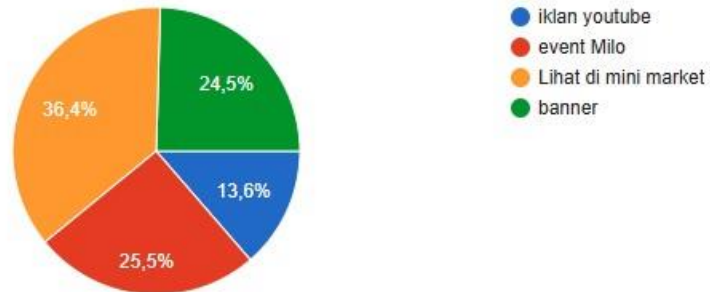
133 jawaban



Bagaimana Anda mengetahui produk Milo Less Sugar



110 jawaban



Seberapa sering frekuensi kamu minum minuman coklat?



119 jawaban

