

DAFTAR PUSTAKA

- Aaker, J. L., & Keller, K. L. (2020). *Brand management in the digital age*. Pearson Education.
- Arumsari, R. Y., & Utama, J. (2018). Kajian Pendekatan Visual Iklan Pada Instagram. *Jurnal Bahasa Rupa*, 2(1), 52-58.
- Babbie, E. R. (2020). *The practice of social research*. Cengage AU.
- Bryman, A. (2016). *Social research methods*. Oxford university press.
- Chun, G., & Kim, C. (2023). The impact of brand equity on customer satisfaction and purchase intention: A meta-analysis. *Journal of Retailing and Consumer Services*, 74, 103293. <https://www.sciencedirect.com/journal/journal-of-retailing-and-consumer-services>
- Cooper, H. M. (2016). *Synthesizing Research: A Guide for Literature Reviews (4th ed.)*. Thousand Oaks, CA: Sage Publications.
- Farooq, A., & Saeed, A. (2022). Brand equity and brand personality: A conceptual framework and empirical investigation. *Journal of Brand Management*, 29(7), 633-650. <http://www.palgrave.com/gp/journal/41262>
- Ilhamsyah, I. (2021). *Pengantar strategi kreatif Advertising Era Digital*. Penerbit Andi.
- Keller, K. L., & Parameswaran, M. (2022). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education.
- Kerlinger, F. N. (1986). *Foundations of Behavioral Research*. Holt, Rinehart and Winston.
- Kotler, P., & Armstrong, G. (2006). *Prinsip - Prinsip Pemasaran (2 ed.)*. Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Edition)*. Pearson Education.
- Krishnan, A., & Verhoef, P. C. (2021). Brand recall: A meta-analysis of its antecedents and consequences. *Journal of Marketing Research*, 58(6), 900-920. <https://journals.sagepub.com/home/mrj>
- Kriyantono, R. (2021). *Teknik praktis riset komunikasi kuantitatif dan kualitatif: disertai contoh praktis skripsi, tesis, dan disertasi riset media, public relations, advertising, komunikasi organisasi, komunikasi pemasaran (2nd ed.)*. Prenadamedia Group.

- Kusmaya, R. R., Permana, G., & Utama, J. (2018). Perancangan Promosi Destinasi Wisata Kuliner Kawasan Pasar Lama Tangerang. *eProceedings of Art & Design*, 5(2).
- Laksana, M. F. (2019). Praktis memahami manajemen pemasaran (Cetak Pertama, 2019). Khalifah Mediatama.
- Lidwell, W., Holden, K., & Butler, J. (2010). *Universal principles of design, revised and updated: 125 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design*. Rockport Pub.
- Price, G. (2014). How Brand Activation Drives Business Growth. The Drum.
- Soewardikoen, Didit W. (2021). Metodologi Penelitian Desain Komunikasi Visual.
- Sugiyama, K., & Andree, T. (2010). *The dentsu way: Secrets of cross switch marketing from the world's most innovative advertising agency*. McGraw Hill Professional.
- Sugiyono. (2018). Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods) (2nd ed.). Alfabeta.
- Sweeney, E. J., & Ghosh, S. (2021). The role of brand recognition in consumer decision-making. *Journal of Business Research*, 129, 583-594. <https://www.sciencedirect.com/journal/journal-of-business-research>
- Yin, R. K. (2018). Case Study Research and Applications: Design and Methods (6th ed.). SAGE Publications.