

DAFTAR PUSTAKA

- Abednego, V. A. (2018, Desember 12). *Visual Identity vs Brand Identity*. Retrieved from BINUS UNIVERSITY: <https://binus.ac.id/malang/2018/12/visual-identity-vs-brand-identity/>
- Adiyanta, F. S. (2019). Hukum dan Studi Penelitian Empiris: Penggunaan Metode Survey sebagai Instrumen Penelitian Hukum Empiris. *Administrative Law & Governance Journal*. Volume 2 Issue 4, 700.
- Bakovic, T., Lazibat, T., & Sutic, I. (2013). Radical Innovation Culture in Croatian Manufacturing Industry. *Journal of Enterprising Communities: People and Places in the Global Economy*, 74-80.
- Hapsari, F. N., Purwaningsih, R., Azzahra, F., & Sari, D. P. (2022). Velcro Product Design with Biomimicry Approaches. *IOP Conference Series: Earth and Environmental Science*, 1.
- Jain, R. (2017). Basic Branding Concepts: Brand Identity, Brand Image and Brand Equity. *International Journal of Sales & Marketing Management Research and Development (IJSMMRD)*, 1-5.
- Kapferer, J. N. (2004). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. London: Kogan Page.
- Karja, I. W. (2021). Makna Warna. *Seminar Nasional Bali Sangga Dwipantara-Bali Dwipantara Waskita, Volume 1*, 110.
- Kholil, A. M. (2023). *101 Guides Of Branding Ideas: Bagaimana Sukses Membangun Branding Di Era 5.0*. Yogyakarta: Anak Hebat Indonesia.
- Kurniawan, R. D. (2014, Juni 22). *Cerita Indonesia - Blogspot*. Retrieved from Sejarah Dagadu Djokdja: <https://cerita-indonesian.blogspot.com/2013/03/sejarah-dagadu-djokdja.html>
- Moleong, L. J. (2005). *Metode Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.
- Nastiti, N. E. (2015). Perancangan Sistem Tanda Pada Museum Lampung di Bandar Lampung. 8.
- Rajaram, S., & Shelly, C. S. (2012). History of Branding. *International Journal of Social Sciences & Interdisciplinary Research, Vol.1 No. 3*, 100.
- Rizal, J. (2024, Oktober 31). *Kickfest 2024 Kembali Hadir di Bandung*. Retrieved from Radio Republik Indonesia: <https://www.rri.co.id/hiburan/1087443/kickfest-2024-kembali-hadir-di-bandung>
- Sari, M., & Asmendri. (2020). Penelitian Kepustakaan (Library Research) dalam Penelitian Pendidikan IPA. *Natural Science: Jurnal Penelitian Bidang IPA dan Pendidikan IPA*, 44.
- Sidiq, U., & Chairi, M. M. (2019). *Metode Penelitian Kualitatif Di Bidang Pendidikan*. Ponorogo: Nata Karya.
- Siswanto R.A. (2023). *Desain Grafis Sosial: Narasi, Estetika dan Tanggung Jawab*. Yogyakarta: PT Kanisius.
- Suneki, S. (2012). Dampak Globalisasi Terhadap Eksistensi Budaya Daerah. *Jurnal Ilmiah CIVIS, Volume II, No 1*, 308.