

## Daftar pustaka

Daftar buku-buku atau teori-teori yang digunakan sebagai referensi dalam penyusunan laporan tugas akhir ini. Penulisan daftar pustaka memiliki aturan sebagai berikut.

1. Wheeler,Aline.2017. buku “Designing Brand Identity: An Essential Guide for the Whole Branding”
2. Brooking,Catherine Slade.2016. buku “Creating a Brand Identity: A Guide for Designers”
3. Sari Christiana Ariadne Sekar, 2017 buku Teknik Mengelola Produk dan Merk
4. Petek,Nusa dan Maja Konic Ruzzier .2013.Jurnal dari “Brand Identity Development and the Role of Marketing Communications: Brand Experts’ View”
5. Keng, Cing Jui. Van-Dat Tran, Tuyet Mai Le Thi.2013. Jurnal dari “Relationships among Brand Experience, Brand Personality, and Consumer Experiential Value”
6. Farhana,Mossarat.2014. Jurnal dari “Implication of Brand Identity Facets on Marketing Communication of Lifestyle Magazine: Case Study of a Swedish Brand”
7. Ahmad,Aness dan K.S Thyagaraj.2.015. Jurnal dari“Understanding the Influence of Brand Personality on Consumer Behavior”
8. Ratner,Dan.2013 buku. “Be The Frog: A Book About Branding”
9. Yohn, Denise Lee.2014. buku “What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest”
10. Johnson dan Scholes.2016 buku. “Exploring Corporate Strategy”
11. Kartono, Budi P.2015. buku “Brand Genius: Bagaimana Merek Anda Dicintai dan Dipuja”
12. Rangkuti, Freddy.2013. buku “Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication”
13. CMS,Moto.2017 buku.“Social Media Marketing 101: Handbook for Beginners”
14. Nahai, Nathalie.2014. buku “Website Branding for Small Businesses: Secret Strategies for Building A Brand, Selling Products Online, and Creating a Lasting Community”

15. Bilgin, Yusuf.2018. jurnal “The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty”
16. Keller, 2013.buku “Strategic brand management: building, measuring, and managing brand equity (4th ed.). England: Pearson Education, Inc.”
17. Alma, Buchari.2013.buku “Manajemen Pemasaran dan Pemasaran Jasa”
18. Shiu Li Huang dan Hsiao Hsuan Ku,2016.buku Brand Image Management For Nonprofit Organizations: Exploring The Relationships Between Websites, Brand Images, and Donations, Journal of Electronic Commerce Research, Taiwan, 2016, h. 80
19. Menurut Malau (2017:103), buku. Manajemen Pemasaran Teori dan Aplikasi Pemasaran Era Tradisional sampai Era Modernisasi Global
20. Kotler dan Armstrong.2014. buku “Principles Of Marketing”.
21. Wibowo, Ibnu Teguh.2013.buku “Belajar Desain Grafis”
22. Bilgin, Yusuf.2018. “The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty”
23. Sayogo, Melisa Cancerina.2013.jurnal “Efektivitas Point of Purchase dalam Meningkatkan Impulse Buying pada Peritel di Surabaya”
24. Semenenko, Vitalii.2013. jurnal “Developing Effective Marketing Brochure”
25. Bierut Michael.2015. buku “How To”
26. Silvana Hana dan Damayanty .2014. buku “Penggunaan X-Banner dalam Promosi Layanan Perpustakaan”
27. Voorveld,Hilde A.M, dkk .2018. jurnal “Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type”
28. Sahni, Navdeep S,dkk.2016. jurnal “Personalization in E-mail Marketing: The Role of Non-Informative Advertising Content”
29. Asuquo, Effiong Edet dan Paul N. Igbongidi.2015. jurnal “Retail Store Merchandise Assortment and Display and Their Influence on Consumer Impulse Buying Behaviour in North-West Nigeria”