

## DAFTAR PUSTAKA

- Arika, R., Soewardikoen, D. W., & Prabawa, B. (2014). Brand Identity Design Of The Bay Bali. *Jurnal Wimba*.
- Arumsari, A., Sachari, A., & Kusmara, A.R. (2019). Comparison of the Implementation of Ethical Fashion Concepts in Fashion Brands owned by the Native Balinese and by Foreign Citizens in Bali. *Journal of Arts & Humanities*
- Arumsari, A., Sachari, A., & Kusmara, A.R. (2020). Cosmopolitanism in the fashion industry in Bali as an impact of the tourism sector. Bandung Institute of Technology.
- Arumsari, A., Sachari, A., & Kusmara, A.R. (2018). Concept of Spirituality on Designing Fashion Products in Bali. *Proceedings of the 3rd International Conference on Creative Media, Design and Technology (REKA 2018)*
- Arumsari, A., Sachari, A., & Kusmara, A.R. (2017). Comparative Study of Environmental Friendly Concept on Fashion in Indonesia. *Advances in Economics, Business and Management Research (AEBMR)*, volume 41 4th Bandung Creative Movement International Conference on Creative Industries 2017 (BCM 2017)
- Arumsari, A., Sachari, A., & Kusmara, A.R. (2017). (2019). The influence of traditional values on the development of fashion in Bali. *The Research Journal of the Costume Culture*
- Badudu. 1988. *Cakrawala Bahasa Indonesia*. Jakarta: IKIP Bandung
- Boone, L. E., & Kurtz, D. L. (2014). *Contemporary Marketing. Cengage Learning*.
- Damayanti, Karina, et al. "Perancangan Media Bantu Terapi Penyandang Autis Bagi Anak-anak Usia 7-11 Tahun." *Jurnal Desain Komunikasi Visual Adiwarna*, vol. 1, no. 8, 2016.
- Danuatmaja, B. (2003). *Terapi Anak Autis di Rumah*. Jakarta: Puspa Swara.
- DK Gianivitho, DW Soewardikoen, B Prabawa. (2020). *Perancangan Media Promosi Pontianak City Run*. eProceedings of Art & Design.

- Endrayana, J. P. M. & Retnasari, Dian. (2020). Penerapan Sustainable *Fashion* dan Ethical *Fashion* Dalam Menghadapi Dampak Negatif Fast *Fashion*. Prosiding Pendidikan Teknik Boga Busana FT UNY, 1.
- Fakhrunissa, M. (2016). Gaya Busana Sebagai Media Pembentukan Identitas Musik White SHoes And The Couples Company. e-Journal "Acta Diurna", 1.
- Ganatra, J., Patil, V., & Nayakawadi, A. (2021). *Sustainable Fashion*. Journal of Textile and Clothing Science, 15–25.
- Jalil, A., M, F., & Kasnelly, S. (2020). Meningkatnya Angka Pengangguran Di Tengah Pandemi (Covid19). Jurnal Ekonomi Syariah, 2 (pengangguran akibat covid 19), 45–60.
- Johnson, R. B., & Christensen, L. B. (2004). Educational Research Quantitative, Qualitative, and Mixed Approaches
- Kotler, Philip. (2009). *Marketing Management. England: Pearson Education Limited, Inc.*
- Kotler, P., & Armstrong, G. (2017). *Principles of marketing. Pearson education.*
- Liani, Dita. (2019). Analisis TOWS dalam menentukan strategi promosi guna meningkatkan volume penjualan ayam pada CV. Permadi Karya Mandiri Blita. STIEKEN BLITAR REPOSITORY. <http://repository.stieken.ac.id/id/eprint/597>
- Leimeister, J. M., Zogaj, S., & Durward, D. (2014). What is digital branding?. Journal of Business Research, 67(9), 2019-2024.
- Mansfield, H., & Glick, N. (2019). The importance of digital content in marketing. Journal of Digital Marketing, 1(1), 1-10.
- Mansyur, U. (2018). Belajar Memahami Bahasa Generasi Milenial. <https://doi.org/10.31227/osf.io/sxhp8>
- Maslowska, E. A., & Malthouse, E. C. (2019). Marketing communication strategy in the digital age: A conceptual framework and research agenda. Journal of Interactive Marketing, 46, 99-110.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). Qualitative Data Analysis, A Methods Sourcebook (3rd ed.). Sage Publications.

- Mulyadi, K. (2011). *Autisme is Treatable*. Jakarta: PT Elex Media Komputindo.
- Nasrullah, R. (2015). *Media Sosial: Perspektif Komunikasi, Budaya, dan Sosioteknologi*. Simbiosis Rekatama Media.
- Okazaki, S. and Taylor, C.R. (2013). *Social media and international advertising: theoretical challenges and future directions*, *International Marketing Review*. Vol. 30 No. 1, pp. 56-71.  
<https://doi.org/10.1108/02651331311298573>
- Pratama, L. H., Maulana, T. A., & Rachmawanti, R. (2023). Visualisasi Motif Ikan Koi Pada Tubuh Manusia Dalam Fotografi Konseptual. *eProceedings of Art & Design*.
- Rachmawanti, R., Yuningsih, C. R., & Hidayat, S. (2023). Pelatihan seni rupa: Implementasi lukis digital dalam platform digital kultur. *BEMAS: Jurnal Bermasyarakat*.
- Shinta, Fairus (2018). Kajian *Fast Fashion* Dalam Percepatan Budaya Konsumerisme. *Jurnal Rupa* 3, no. 1: 62-76.
- Siswanto, 1989. *Kurikulum Pendidikan Teknik*. Jakarta : P2LPTK
- Soewardikoen, D. W. (2019). *Metodologi Penelitian: Desain Komunikasi Visual*.