

## DAFTAR PUSTAKA

- Andini, M., & Yuniarta, T. N. H. (2018). The Development of Borad game “The Adventure Of Algebra” in The Senior High School Mathematics Learning. In *Al-Jabar : Jurnal Pendidikan Matematika* (Vol. 9, Issue 2, pp. 95–109). Raden Intan State Islamic University of Lampung. <https://doi.org/10.24042/ajpm.v9i2.3424>
- Andri, A., Sufyan, A., & Zulkarnain, T. (2020). THE INFLUENCE OF EXISTENCE RMU (RETAIL MERCHANDISING UNITS) IN MALL OF VISITORS PERCEPTION A Case Study: Resort Level (RL) PVJ Mall Bandung. *Balong International Journal of Design*, 3(1).<https://doi.org/10.25134/balong.v3i1.5478>
- Atamtajani, A. S. M. (2018). Filigree Jewelry Product Differentiation (Case Study Filigree Kota Gede Yogyakarta). *Bandung Creative Movement (BCM)*, 4(2).
- Atamtajani, A. S. M., Hartono, E. J., & Sadiva, P. D. (2016). Creativity of Kelom Geulis Artisans of Tasikmalaya. *Bandung Creative Movement (BCM)*, 3(1).
- Atamtajani, A. S. M., & Putri, S. A. (2020, May). Supplying 2C (Critical and Creative Thinking) Basic Concept as an Effort to Build the Ventures of Vocational School Students in Product Design. In 1st Borobudur International Symposium on Humanities, Economics and Social Sciences (BIS-HESS 2019) (pp. 1087-1090). Atlantis Press.
- Atamtajani, A. S. M., & Putri, S. A. (2020). Exploring jewelry design for adult women by developing the pineapple skin. In *Understanding Digital Industry* (pp. 150-153). Routledge.
- Atamtajani, A. S. M., & Yudiarti, D. (2020, April). Micro pave setting for the triple moon goddess jewelry set designs. In *Journal of Physics: Conference Series* (Vol. 1517, No. 1, p. 012022). IOP Publishing.
- Atamtajani, A. S. M., Firdauzi, G. N., & Yudiarti, D. (2021, March). Maritime biota waste as eco-jewelry materials, potentials and possibilities. In *IOP Conference Series: Materials Science and Engineering* (Vol. 1098, No. 5, p. 052030). IOP Publishing.
- Atamtajani, A. S. M., Ramadhan, J., Adiluhung, H., & Yudiarti, D. (2021, March). Utilization of solar power for support facilities in the evacuation area during natural disaster. In *IOP Conference Series: Materials Science and Engineering* (Vol. 1098, No. 5, p. 052031). IOP Publishing.
- Atamtajani, A. S. M., Narawati, T., & Karyono, T. (2022, December). Tigero Tedong Jewellery Design Typical Bugis Tribe. In 3rd Borobudur International Symposium on Humanities and Social Science 2021 (BIS-HSS 2021) (pp. 29-33). Atlantis Press.
- Atamtajani, A. S. M., Masunah, J., & Prawira, N. G. (2023, May). Exploration of jewelry design based on local wisdom. In *AIP Conference Proceedings* (Vol. 2706, No. 1). AIP Publishing.

- Atamtajani, A. S. M., & Amelia, D. R. (2019). EKSPLORASI LIMBAH SISIK IKAN MUJAIR SEBAGAI MATERIAL UTAMA PRODUK CINDERAMATA PERHIASAN. *ATRAT: Jurnal Seni Rupa*, 7(1).
- Atamtajani, A. S. M., Masunah, J., & Karyono, T. (2022, June). Reconstruction of Kamasan Pasir Jambu Crafts Based on Creative Industry. In 4th International Conference on Arts and Design Education (ICADE 2021) (pp. 48-54). Atlantis Press.
- Atamtajani, A. S. M., & Ayu, R. Exploration of Cow Bone as a Material for Necklace Accessories. In 6th Bandung Creative Movement 2019 (pp. 161-166). Telkom University.
- Atamtajani, A. S. M. (2014). *Gaya Perhiasan Trapart Karya Nunun Tjondro (Analisis Personalisasi dan Diferensiasi terhadap Ragam Aksesori)*. Bandung: ISBI Bandung.
- Atamtajani, A. S. M., & PembuatanPerhiasandariDesainkeProduksi, T. P. (2013). *StudiRancanganAplikasi Logo STISI Telkom padaLiontin*.
- Bateman, C. M. (2021a). *Game writing: Narrative skills for videogames*. Bloomsbury Academic.
- Bell, R. C. (1983). *The boardgame book*. Exeter Books.
- Bernard, H. R. (2011). *Research methods in anthropology*. AltaMira Press.
- Board Game Geek. (2023, January 9), Board Game Category. Retrieved January 9, 2023, from <https://boardgamegeek.com/browse/boardgamecategory>
- Chalik, C., & Andrianto, A. (2022). ANALISIS WARNA PADA INTERIOR INTERNET CAFE FUSION RISE. In *Waca Cipta Ruang* (Vol. 8, Issue 1, pp. 13–22). Universitas Komputer Indonesia. <https://doi.org/10.34010/wcr.v8i1.6545>
- Despeisse, M. (2018). Teaching Sustainability Leadership in Manufacturing: A Reflection on the Educational Benefits of the Board Game Factory Heroes. In *Procedia CIRP* (Vol. 69, pp. 621–626). Elsevier BV. <https://doi.org/10.1016/j.procir.2017.11.130>
- Entertainment Software Association (ESA). (2022, June 10). 2022 essential facts about the video game industry. Retrieved December 7, 2022, from <https://www.theesa.com/resource/2022-essential-facts-about-the-video-game-industry/>
- Evans, D. (2019, April 12) “Do You Love Murder Mysteries? You're Not Alone. Here's Why.” Retrieved August 10, 2023 from <https://www.psychologytoday.com/us/blog/can-t-we-all-just-get-along/201904/do-you-love-murder-mysteries-youre-not-alone-heres-why>
- Halcomb, E., & Hickman, L. (2015). Mixed methods research. *Nursing Standard*, 29(32), 41–47. <https://doi.org/10.7748/ns.29.32.41.e8858>
- Hastings, E. M., Jahanbakhsh, F., Karahalios, K., Marinov, D., & Bailey, B. P. (2018). Structure or nurture? *Proceedings of the ACM on Human-Computer Interaction*, 2(CSCW), 1–21. <https://doi.org/10.1145/3274337>

- Hendriyana, H., Kudya, K., & Atamtajani, A. S. M. (2020). Designing marine-park-inspired batik patterns and their application on Masks as Pangandaran tourism Souvenirs during Covid-19 pandemic. *Journal of Urban Society's Arts*, 7(2), 74-82.
- Hendriyana, H., & Ds, M. (2022). *Metodologi Penelitian Penciptaan Karya Practice-Led Research and Practice-Based Research Seni Rupa, Kriya, Dan Desain—edisi Revisi*. Penerbit Andi.
- Hendriyana, H., & Ds, M. (2022). *Rupa dasar (Nirmana): Asas dan prinsip dasar seni visual*. Penerbit Andi.
- Indie Rise. (n.d). 2022 INDIE RISE, New Talents Awards Presskit. Retrieved December 7, 2022, from <https://indierise.games/presskit>.
- ISAAC, E. G. S. (2022). *Building Blocks of Tabletop Game Design: An encyclopedia of mechanisms*. ROUTLEDGE.
- Jirousek, C. (1995). *Art, design and visual thinking: An interactive textbook*. Dept. of Textiles and Apparel. Cornell University.
- Kloep, L., Helten, A.-L., & Peifer, C. (2023). A playful way to promote team flow: Evaluation of a positive psychological board game for Team Building. *International Journal of Applied Positive Psychology*, 8(2), 405–427. <https://doi.org/10.1007/s41042-023-00096-4>
- MacInnis, D. J., Park, C. W., & Priester, J. W. (2014). *Handbook of Brand Relationships*. <https://doi.org/10.4324/9781315703886>
- McKay, A., Brown, G., & Skalberg, N. (2015). *Brand activation: Implementing the real drivers of sales and profit*. Alex McKay.
- Nababan, R., & Hendriyana, H. (2012). Parole, Sintagmatik, dan Paradigmatik Motif Batik Mega Mendung. *Jurnal Seni & Budaya Pangung*, 22(2), 181-191.
- Neilson Bookscan. (2018) Neilson Bookdata Research Report. Retrieved August 10, 2023, from <https://nielsenbook.co.uk/measure/>
- Paxton, C. (2021, January 28), “Customer vs. Product Centric Approaches: What's the Difference & Why Does It Matter?”. Retrieved January 15, 2023, from <https://www.parlor.io/blog/customer-vs-product-centric-approaches/>
- Perron, B., & P., W. M. J. (2009). *The video game theory reader*. Routledge.
- Randmaa, M., Howard, T. J., & Otto, T. (2012). From product centered design to value centered design: understanding the value system. In *Proceedings of the 8th International DAAAM Baltic Conference “Industrial Engineering* (pp. 548-554).
- Saeed, R., Zameer, H., Tufail, S., & Ahmad, I. (2015). Brand Activation: A Theoretical Perspective. *Journal of Marketing and Consumer Research*, 13, 94-99.
- Stermac, L., & Josefowitz, N. (1985). A board game for teaching social skills to institutionalized adolescents. *Journal of Child Care*, 2(3),

31–38.

Vora, T. (2021, December, 29). “User-Centered Design – The Design Process and Tools”. Retrieved June 27, 2023, from <https://www.cuelogic.com/blog/user-centered-design>.

Woods, S. (2012). Eurogames: The design, culture and play of Modern European Board games. McFarland.

Wawancara dengan: Gelar Gumilar Sudrajat, co-founder dari Naraten Studio, Bandung, 2022