

DAFTAR PUSTAKA

- Adams, E. W. (2014). *Fundamentals of Strategy Game Design*. Indianapolis: New Riders.
- Ahmed Javed, S., & Javed, S. (2015). The impact of product's *Packaging* color on customers' buying preferences under time pressure. *Marketing and Branding Research*, 2(1), 4-14.
- Aprizal, Putri, S. A., & Muttaqien, T. Z. (2019). *Perancangan Fasilitas Makan di Waduk Jatigede Sumedang Berdasarkan Aspek Rupa* [Skripsi, Telkom University].
- Asri, S. N., Sadika, F., & Setiawan, A. F. (2022). Perancangan Kemasan (Packaging) Produk Topi di Perusahaan Geoffmax. *EProceedings of Art & Design*, 9(1).
- Berland, M. & Lee, V.R. 2011. Collaborative Strategic *Board Games* as A Site for Distributed Computational Thinking. *International Journal of GameBased Learning*, 1(2): 65-81.
- Booth, P. (2015). *Playing Fans: Negotiating Fandom and Media in the Digital Age*. Iowa: University of Iowa Press.
- Chalik, C., & Andrianto, A. (2022). ANALISIS WARNA PADA INTERIOR INTERNET CAFE FUSION RISE. *Waca Cipta Ruang*, 8(1), 13–22. <https://doi.org/10.34010/wcr.v8i1.6545>
- Chalik, C., Andrianto, & Atamtajani, A. S. M. (2023). Descriptive analysis of graphic layout in interior design catalog. In *Sustainable Development in Creative Industries: Embracing Digital Culture for Humanities* (pp. 164–169). Routledge. <https://doi.org/10.1201/9781003372486-31>
- Creswell, J. W. (2007). *Qualitative Inquiry & Research Design Choosing Among Five Approaches*. California: Sage Publications.
- Creswell, J. W. (2010). *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar.
- D. T. Permadi, S. N. W. P, and D. Pujotomo (2017), "PERANCANGAN DESAIN KEMASAN MAKANAN RINGAN OLAHAN PADA UMKM CENTER JAWA TENGAH DENGAN METODE KANSEI ENGINEERING," *Industrial Engineering Online Journal*, vol. 6, no. 1, Jan. 2017.
- Engelstein, G., & Shalev, I. (2022). *Building Blocks of Tabletop Game Design: An Encyclopedia of Mechanisms*. Florida: CRC Press.
- Erlitasari, N., & Dewi, U. (2016). Pengembangan Media Board Game Garis Bilangan *Materi Bilangan Bulat Mata Pelajaran Matematika Kelas IV SDN Ngampelsari Candi Sidoarjo*.

- Farkas, T., Wiseman, S., Cairns, P., & Fiebrink, R. (2020, November). A grounded analysis of player-described *Board Game* immersion. In *Proceedings of the Annual Symposium on Computer-Human Interaction in Play* (pp. 427-437).
- Gobet, F., Retschitzki, J., & de Voogt, A. (2004). *Moves in mind: The psychology of Board Games*. Psychology Press.
- Hanuse, E. (2022). Board Game Publisher: “better than a publisher.” Flatlined Games.
- Hinebaugh, J. P. (2009). *A Board Game Education*. Maryland: Rowman & Littlefield Education.
- Javed, S. A., & Javed, S. (2015). The Impact of Product’s Packaging Color on Customers’ Buying Preferences under Time Pressure. *Marketing and Branding Research*, 2(1), 4–14. <https://doi.org/10.33844/mbr.2015.60293>
- Julianti, S. (2014). *The Art of Packaging*. Jakarta: Gramedia Pustaka Utama.
- Karimi, P., Mahdieh, O., & Rahmani, M. (2013). The Study of Relationship between Packaging Elements and Purchase Behavior: Consumers of Food, Cosmetics and Health Product. *Interdisciplinary Journal of Contemporary Research in Business*, 5(3), 281–295.
- Klimchuk, M. R., & Krasovec, S. A. (2013). *Packaging design: Successful product branding from concept to shelf*. John Wiley & Sons.
- Köksal, F. N. (2013). The Role and Usage of Visual Rhetoric in Advertising. *Online Journal of Communication and Media Technologies*, 3, 78–86. <https://doi.org/10.30935/ojcmt/5711>
- Kotler, P., Armstrong, G., Saunders, J., Wong, V., Miquel, S., Bigne, E., & Camara, D. (2000). *Introducción al Marketing*. Madrid: Pearson Prentice Hall.
- Koster, R. (2013). *A theory of fun for game design*. Paraglyph Press.
- Magerkurth, C., Engelke, T., & Memisoglu, M. (2004, September). Augmenting the virtual domain with physical and social elements: towards a paradigm shift in computer entertainment technology. In *Proceedings of the 2004 ACM SIGCHI International Conference on Advances in computer entertainment technology* (pp. 163-172).
- Monica, M., & Luzar, L. C. (2011). Efek Warna dalam Dunia Desain dan Periklanan. Dalam *Humaniora* (Vol. 2, Issue 2, hlm. 1084). Universitas Bina Nusantara. <https://doi.org/10.21512/humaniora.v2i2.3158>

- Naz, A. A. & Akbar, R. A. 2012. Use of Media for Effective Instruction Its Importance: Some Consideration. *Journal of Elementary Education*, 18(1- 2): 35-40.
- Paksi, D. N. F. (2021). Warna dalam Dunia Visual. *Imaji: Panorama Mengamplifikasi Gagasan Melalui Media Audio-Visual*, 12(2), 90–97. <https://doi.org/10.52290/i.v12i2.49>
- Prasetyo, D. D., & Wulandari, A. (2018). Pengaruh Promosi Melalui Media Sosial Instagram Terhadap Keputusan Pembelian pada UMKM Mukena Fathiya Cimahi 2018. *EProceedings of Applied Sciences*, 4(3). <https://openlibrarypublications.telkomuniversity.ac.id/index.php/appliedscience/article/view/7131>
- Prasetyo, B. D., Febriani, N. S., Asmara, W. W., Tamitiadini, D. D., Destrity, N. A., Avina, D. A. A., & Illahi, A. K. (2018). *Komunikasi pemasaran terpadu: pendekatan tradisional hingga era media baru*. Universitas Brawijaya Press.
- Pratama, W. (2014). Game Adventure Misteri Kotak Pandora. *Telematika*, 7(2), 13–31. <http://dx.doi.org/10.35671/telematika.v7i2.247>
- Putri, S. A., Ramdhianty, A., & Syahid, A. (2020). Pengembangan Visualisasi Tanda Pengenal Merek Pada Produk IKM Sentra Telur Asin Derwati. In *Jurnal Pengabdian Masyarakat* (Vol. 03, Issue 02). <https://doi.org/xxx>
- Sari, N. L. D. I. D. (2013). Elemen Visual Kemasan Sebagai Strategi Komunikasi Produk. *Jurnal Komunikasi Profetik*, 6(1). <https://ejournal.uin-suka.ac.id/isoshum/profetik/article/view/1175>
- Schell, J. (2008). *The Art of Game Design: A book of lenses*. CRC press.
- Schlieder, C., Kiefer, P., & Matyas, S. (2006). GeoGames: Designing location-based Games from classic Board Games. *IEEE Intelligent Systems*, 21(5), 40-46.
- Septarina, A. K., & Hadi, H. (2017). Perancangan Board Game Edukasi Pendidikan Moral Dengan Menggunakan Tokoh Cerita Rakyat Nusantara Untuk Usia 13–15 Tahun. *Rupa Rupa*, 5(1).
- Silverman, D. (2017). How to learn Board Game design and development. *Amerika: New York* <https://Gamedevelopment.tutsplus.com/articles/how-to-learn-board-Game-design-and-development--Gamedev-11607> diakses pada, 02/01/2022
- Simamora, B. (2001). Memenangkan pasar dengan pemasaran efektif dan profitabel. *Jakarta*. Gramedia Pustaka Utama.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Sugiyono. (2012). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Toyib, R., Onsardi, O., & Muntahanah, M. (2020). Promosi Produk Pertanian Dan Kerajinan Menggunakan Website Serta Pembukuan Sederhana di Desa Sido Dadi Kecamatan Arma Jaya Kabupaten Bengkulu Utara. *Jurnal Pengabdian Masyarakat Bumi Raflesia*, 3(1).
- Widiati, A. (2019). Peranan Kemasan (Packaging) dalam Meningkatkan Pemasaran Produk Usaha Mikro Kecil Menengah (UMKM) di “Mas Pack” Terminal Kemasan Pontianak. *Jurnal Audit Dan Akuntansi Fakultas Ekonomi Dan Bisnis Universitas Tanjungpura*, 8(2), 67–76. <http://dx.doi.org/10.26418/jaakfe.v8i2.40670>
- Wirya, I. (1999). *Kemasan yang Menjual*. Jakarta: Gramedia Pustaka Utama.
- Yam, K. L., Takhistov, P. T., & Miltz, J. (2005). Intelligent *Packaging*: concepts and applications. *Journal of food science*, 70(1), R1-R10