

Daftar Pustaka

Jurnal

- Akpa, A. A., Abu, A. J., & Samuel, O. S. (2022). "the media and consumers' buying behavior nexus: analysis of the effect on zartech limited". *International Journal of Research Publication and Reviews*, 59-66. <https://doi.org/10.55248/gengpi.2022.3.11.1>
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What is It? How is it Measured? Does it Affect Loyalty? *Journal of Marketing*, 73(3), 52-68. <https://doi.org/10.1509/jmkg.73.3.052>
- Christopher, M. (1996). From brand values to customer value. *Journal of Marketing Practice: applied marketing science*, 2(1), 58. <https://www.emerald.com/insight/content/doi/10.1108/EUM0000000000000007/full/pdf?title=from-brand-values-to-customer-value>
- Chufan, Z. (2016, January 01). *The Importance of Visual Identity Graphic Design in Cities*. 10.2991/icsste-16.2016.130
- Fasa, A. W. H., Berliandaldo, M., & Prasetio, A. (2022). *STRATEGI PENGEMBANGAN DESA WISATA BERKELANJUTAN DI INDONESIA: PENDEKATAN ANALISIS PESTEL*, 27(1).
- Finnemann, N. O. (2011). Mediatization theory and digital media. *Communications*, 36(1). <https://doi.org/10.1515/comm.2011.004>
- Guang, X., & Wang, K. (2022). Visual communication design using machine vision and digital media communication technology. *Wireless Communications and Mobile Computing*, 1-11. <https://doi.org/10.1155/2022/6235913>
- Hamilton, R., & Price, L. L. (2019). Consumer journeys: developing consumer-based strategy. *Journal of the Academy of Marketing Science*, 47, 187-191. <https://link.springer.com/article/10.1007/s11747-019-00636-y>

- Huang, W. (2010). Brand Story and Perceived Brand Image: Evidence from Taiwan. *Journal of Family and Economic Issues*, 31, 313-314. <https://doi.org/10.1007/s10834-010-9203-6>
- Krake, B. F. (2005). Successful brand management in smes: a new theory and practical hints. *Journal of Product & Brand Management*, 14(4), 228-238. <https://doi.org/10.1108/10610420510609230>
- Krishnanda, Y. A., Prajana, A. M., & Diena Yudiarti. (2023). PERANCANGAN STRATEGI DESAIN UNTUK MENINGKATKAN BRAND COMMUNICATION GENIUS HR. *e-Proceeding of Art & Design*, 10(6), 11064. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/artdesign/article/view/21934/21103>
- López, M. Y. (2015). Supergráfica. *EME Experimental Illustration, Art & Design*, (3), 74-87. <http://dx.doi.org/10.4995/eme.2015.3381>
- Lukito, W., Amelia, K. P., & Prabawa, B. (2022). Interrelated components: Environmental graphic design at Husein Sastranegara International Airport. *Embracing the Future: Creative Industries for Environment and Advanced Society 5.0 in a Post-Pandemic Era*, 310-314. [10.1201/9781003263135-63](https://doi.org/10.1201/9781003263135-63)
- Lukito, W., Prabawa, B., & Swasty, W. (2021). PENINGKATAN DAYA SAING UMKM MINUMAN OLAHAN KOPI MELALUI STRATEGI BRANDING (STUDI KASUS: LASKAR KOPI ARJASARI). *10(1)*, 11-13. <https://www.academia.edu/download/92092503/13463-39655-1-PB.pdf>
- McMenamin, R., & Connor, S. O. (2021). An exploration of the coverage of aphasia in the irish print media. *Aphasiology*, 36(3), 337-352. <https://doi.org/10.1080/02687038.2021.1875733>
- Michikyan, M. (2022). Methodological and conceptual issues in digital media research. *Handbook of Adolescent Digital Media Use and Mental Health*, 9-38. <https://doi.org/10.1017/9781108976237.003>

- Mindrut, S., Monalica, A., & Roman, C. T. (2015). Building Brands Identity. *Procedia Economics and Finance*, 20, 395. [https://doi.org/10.1016/S2212-5671\(15\)00088-X](https://doi.org/10.1016/S2212-5671(15)00088-X)
- Mulvey, M. S., & Kavalam, B. e. (n.d.). Mining deeper meaning in consumer decision maps. *Qualitative Market Research: An International Journal*, 13(4), 372-388. <https://doi.org/10.1108/13522751011078809>
- Orth, U. R., & Malkewitz, K. (2008). olistic package design and consumer brand impressions. *Journal of Marketing*, 7(23), 64-81. <https://doi.org/10.1509/jmkg.72.3.064>
- Prajana, A. M. (2020). VISUAL ANALYSIS OF PRODUCT PLACEMENT IN THE NKCTHI WEB SERIES ON TOYOTA INDONESIA YOUTUBE CHANNEL. *International Proceeding Conference on Multimedia, Architecture & Design (IMADe)*, 1, 314. <https://eprosiding.idbbali.ac.id/index.php/imade/article/download/396/293>
- Sudibya, B. (2018, April). *Wisata Desa dan Desa Wisata*, 1(1). 10.51172/jbmb.v1i1.8
- Tian, Z. (n.d.). Dynamic visual communication image framing of graphic design in a virtual reality environment. *IEEE Access*, 8, 211091-211103. <https://doi.org/10.1109/access.2020.3022644>
- Zenker, S., & Braun, E. (2010). *The Place Brand Centre – A Conceptual Approach for the Brand Management of Places*, 3. https://www.academia.edu/23309481/The_Place_Brand_Centre_A_Conceptual_Approach_for_the_Brand_Management_of_Places
- Tillman, W. (n.d.). Shopping motivation revised: a means-end chain analytical perspective. *International Journal of Retail & Distribution Management*, 35(7), 569-582. <https://doi.org/10.1108/09590550710755949>
- Wuestefeld, T., Hennigs, N., Schmidt, S., & Wiedmann, K.-P. (2012). The impact of brand heritage on customer perceived value. *der markt*, 51, 51-61. 10.1007/s12642-012-0074-2.

- Elliot, A. J., & Maier, M. (2014). Color psychology: effects of perceiving color on psychological functioning in humans. *Annual Review of Psychology*, 65(1), 95-120. <https://doi.org/10.1146/annurev-psych-010213-115035>
- Huang, J., Zheng-rong, W., Liu, H., & Yu, L. (2020). Similar or contrastive? impact of product–background color combination on consumers' product evaluations. *Psychology & Marketing*, 37(7), 961-979. <https://doi.org/10.1002/mar.21361>
- Muñiz, A. M., & O'Guinn, T. C. (2001). Brand community. *Journal of Consumer Research*, 27(4), 412-432. <https://doi.org/10.1086/319618>
- Park, N., & Farr, C. (2007). The effects of lighting on consumers' emotions and behavioral intentions in a retail environment: a cross-cultural comparison. *Journal of Interior Design*, 33(1), 17-32. <https://doi.org/10.1111/j.1939-1668.2007.tb00419.x>
- Stankov, U., Filimonau, V., Vujičić, M. D., Basarin, B., Carmer, A. B., Lazić, L., ... & Mujkić, D. (2023). Ready for action! destination climate change communication: an archetypal branding approach. *International Journal of Environmental Research and Public Health*, 20(5), 3874. <https://doi.org/10.3390/ijerph20053874>

Buku

- Bull, S. (2010). *Photography*. Routledge.
- Clifton, R., & Simmons, J. (2003). *Brands and Branding*. The Economist. https://culturaldiplomacy.org/academy/pdf/research/books/nation_branding/Brands_An_d_Branding_-_Rita_Clifton_And_John_Simmons.pdf#page=130
- Haasse, H. S. (2015). *Sang Juragan Teh*. PT Gramedia Pustaka Utama.
- Hadiwijoyo, S. S. (2012). *Perencanaan pariwisata perdesaan berbasis masyarakat: sebuah pendekatan konsep*. Graha Ilmu.
- Kartika, J. D., & Wijaya, R. S. (2016). *Logo: Visual Asset Transitions*. Elex Media Komputindo.
- Kotler, P. (1999). *Kotler On Marketing: How To Create, Win, and Dominate Markets*. Free Press.

- https://books.google.co.id/books?hl=id&lr=&id=iHWxeT7X5YYC&oi=fnd&pg=PT7&dq=Brand+Positioning+kotler&ots=ej5PCV4FOQ&sig=uiOBnPuQuDkDKCzC4cYJwvnIM-k&redir_esc=y#v=onepage&q=doi&f=false
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2017). *Principles of Marketing*. Pearson Education.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management* (15th ed.). Pearson Education.
- Masfufah, Helaw, T. K., Tobing, E. H. B., Dwipayana, I. K. D., & Lestari, S. A. (22 December 2023). *Potensi Kabupaten/Kota dan Kecamatan*. Badan Pusat Statistik RI.
- Nugroho, S. (2015). *Manajemen Warna dan Desain*. CV Andi Offset.
- Rachmat. (2014). *Manajemen Strategik*. CV Pustaka Setia.
- Rustan, S. (2008). *Layout*. PT Gramedia Pustaka Utama.
- Rustan, S. (2014). *Huruf Font Typography*. PT Gramedia Pustaka Utama.
- Soewardikoen, D. W. (2019). *Metodologi Penelitian Desain Komunikasi Visual*. PT KANISIUS.
- Sugiyama, K., & Andree, T. (2010). *The Dentsu Way: Secrets of Cross Switch Marketing from the World's Most Innovative Advertising Agency*. McGraw Hill LLC.
- Nazir, M. (2011). *Metode Penelitian*. Bogor: Penerbit Ghalia Indonesia.
- Creswell, J. W. (2017). *Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. Yogyakarta: Pustaka Pelajar.

Internet

- Putri, V. K. M. (2023, April 10). *Desa Wisata: Pengertian, Karakteristik, Tujuan, Kriteria, dan Manfaat*. Kompas.com.
- https://www.kompas.com/skola/read/2023/10/04/110000869/desa-wisata--pengertian-karakteristik-tujuan-kriteria-dan-manfaat?page=all#google_vignette
- Suhendar. (2023, January 8). *Libur Terakhir Sekolah, Pengunjung Tempat Wisata di Pangalengan Naik 100 Persen*. tvOneNews.com.

<https://www.tvonenews.com/daerah/jabar/92973-libur-terakhir-sekolah-pengunjung-tempat-wisata-di-pangalengan-naik-100-persen>

Sulaiman, M. R., & Varwati, L. (2023, November 27). *Rekomendasi Liburan ke Desa Wisata*

ala Menparekraf Sandiaga Uno, Akui Punya Kenangan Indah di Sana. Suara.com.

<https://www.suara.com/lifestyle/2023/11/27/151833/rekomendasi-liburan-ke-desa-wisata-ala-menparekraf-sandiaga-uno-akui-punya-kenangan-indah-di-sana>

Widyanti, N. N. W. (2023, May 2). *Libur Lebaran 2023, Kunjungan Wisatawan ke Kawah Putih Ciwidey Naik 44 Persen.* Travel Kompas.

<https://travel.kompas.com/read/2023/05/02/060900127/libur-lebaran-2023-kunjungan-wisatawan-ke-kawah-putih-ciwidey-naik-44-persen>