

## DAFTAR PUSTKA

- Aaker, D. A. (2020). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Aaker, D. A. (2019). *Manajemen Ekuitas Merek*. Jakarta: Spektrum.
- Braun, V., & Clarke, V. (2021). *Thematic Analysis: A Practical Guide*. Los Angeles: SAGE Publications.
- Brown, T. (2019). Minimalist Logo Design: Impact on Brand Recognition. *Journal of Graphic Design*, 12(3), 45-60.
- Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press.
- Craig, D. (2021). The Impact of Logos on Fashion Trends: A Case Study of Supreme. *Fashion Theory*.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*(4th ed.). SAGE Publications.
- del Río-Vázquez, M. E. S., Rodríguez-Rad, C. J., & Revilla-Camacho, M. Á. (2019). Relevance of social, economic, and environmental impacts on residents' satisfaction with the public administration of tourism. *Sustainability(Switzerland)*, 11(22). <https://doi.org/10.3390/su11226380>
- Eiseman, L. (2017). *The Complete Color Harmony, Pantone Edition: Expert Color Information for Professional Results*. Rockport Publishers.
- Homburg, C., Schwemmler, M., & Kuehnl, C. (2019). New Product Design: Concept, Measurement, and Consequences. *Journal of Marketing*, 83(3), 41-59.
- Jamaluddin, M. F. (2021). Implementation of Indigenous Peoples Traditions based on Tourism Development in Kampung Naga. *Jurnal Hospitality Dan Pariwisata*, 7(1).
- Kapferer, J.-N. (2012). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. New York: Kogan Page.
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis - International Student Edition: A Methods Sourcebook*. Los Angeles: SAGE Publications.
- Pramudi, R. (2019). Pengaruh Desain Logo Terhadap Brand Recognition Di Industri Kreatif. *Jurnal Desain Indonesia*, 15(2), 134-147.
- Project Director IMFW, J. T. (2017, Oktober 12-15). Indonesia Modest Fashion Week 2017

Digelar 12-15 Oktober. (modest.id, Interviewer) modest.id.

Smith, J., & Milligan, T. (2020). Color Contrast in Logo Design: A Study on Consumer Memory. *Design Studies*, 14(2), 120-135.

Spradley, J. P. (2016). *Participant Observation*. Chicago: Waveland Press.

Sunarta, & Suyadi. (2020). Peran Ekonomi Kreatif Dalam Meningkatkan Industri Pariwisata Pangandaran Jawa Barat. Researchgate.Net.

Svend, B., & Steinar, K. (2015). *InterViews: Learning the Craft of Qualitative Research Interviewing*. Los Angeles: Sage Publications.

Tilde Heding, C. F. (2020). *Brand Management: Mastering Research, Theory and Practice*, 3/E. New York: Routledge.

Wheeler, A. (2017). *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. Canada: Simultaneously.

(WIPO), W. I. (2021). *A Guide to Intellectual Property for Startups*. Switzerland: World Intellectual Property Organization.