

DAFTAR PUSTAKA

- Black, S. (2012). *The Fashion System*. University of California Press.
- Coombes, K. (2016). *Consuming Hello Kitty: Saccharide Cuteness in Japanese Society*.
- Dewi, C. S. (2012). *Pengetahuan Dasar Seni Rupa*. Fakultas Seni Rupa, Institut Kesenian Jakarta.
- Irwin, K. A. (2015). *Surface design for fabric*. Fairchild Books.
- Kawamura, Y. (2005). *Fashion-ology: An Introduction to Fashion Studies*. Berg Publishers.
- Kerr, H.-Y. (2016). Kawaii and the cultural rise of cute. *The Conversation*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Levy, M., & Weitz, B. A. (2012). *Retailing Management* (8th ed.). McGraw-Hill Education.
- Pahira, G., Kusuma, R. P., & Suhendar, H. (2022). Perancangan desain merchandise menggunakan metode kreatif sebagai promosi brand produk (Studi kasus: Gifa Group)
- Paksi, D. N. F. (2021). Warna dalam dunia visual. *IMAJI: Film, Fotografi, Televisi & Media Baru*, 12(2), 90-97.
- Penninger, S. (2021, October). Cosplay is for everyone? Notions of power and empowerment in the fan practice and community of cosplayers. University of Klagenfurt.
- Roach, M. A., & Eicher, J. B. (2000). *The Cultural Context of Fashion*. Berg Publishers.
- Supriyono, R. (2010). *Desain komunikasi visual: Teori dan aplikasi* (hal. 80-83). Yogyakarta: Andi.
- Tsukamoto, M. (2015). Hello Kitty's Popularity and Its Change of Representation.
- Waddell, G. (2004). *How fashion works: Couture, ready-to-wear and mass production*. Blackwell Science.
- WGSN. (n.d.). Business strategy: The kidult consumer and their impact on

gaming. Retrieved May 23, 2025, from <https://www.wgsn.com/en/blogs/business-strategy-kidult-consumer-and-their-impact-gaming>

WGSN. (2025). Top trends for 2025 & beyond. <https://www.wgsn.com/en>

Wolff, C. (1996). *The art of manipulating fabric*. Krause Publications.

Zhai, J. (2014). Expression and Characteristics of Kidult in Conten.

Zhai, J. (2014). Kidult Fashion Design Inspired Amusement Park.