

DAFTAR PUSTAKA

- Annisa Indira Putri, Octavia, D. A. R., & Mohammad Insan Romadhan. (2022). PENERAPAN INTEGRATED MARKETING COMMUNICATION (IMC) OLEH AIOLA EATERY DALAM KEBERHASILAN PROMO HALAL BI HALAL. *RELASI: Jurnal Penelitian Komunikasi*, 33(1), 1–12.
- Batara, H., & Susilo, D. (2022). The Effect of *Rebranding* Lays to Customer Loyalty with *Brand Image* as A Mediation Variable. *LONTAR: Jurnal Ilmu Komunikasi*, 10(2), 113–125. <https://doi.org/10.30656/lontar.v10i2.4948>
- Effendy, O. U. (2017). *ILMU KOMUNIKASI TEORI DAN PRAKTEK* (Cetakan ke). PT Remaja Rosdakarya.
- Juska, J. M. (2022). INTEGRATED MARKETING COMMUNICATION: Advertising and Promotion in a Digital World. In *Public Relations: Theory and Practice*, 4th Edition (Second Edi). Routledge. <https://doi.org/10.4324/9781003116950-10>
- Littlejohn, Stephen, W., A.Foss, K., & Oetzel, J. G. (2017). THEORIES OF HUMAN COMMUNICATION Eleventh Edition. In *Waveland Press, Inc.* (Vol. 53, Nomor 95).
- Malhotra, N. K. (2020). *Marketing Reseacrh An Applied Orientation* (7th Editio). Pearson Education Limited.
- Rayhan Danindro, M., Wiba Pamela, A., & Rahmiati Aulia, D. (2023). Strategi Perancangan Promosi *Brand* Tas Perempuan “Exsport” Di Kota Jakarta. *Desember*, 10(6), 7899–7913.
- Rumijati, A., Asfiah, N., & Fuadiputra, I. R. (2021). *Rebranding* untuk Meningkatkan Nilai Tambah Produk di Kelompok Usaha Mikro Olahan Susu pada Ikatan Pengusaha ‘Aisyiyah (IPAS). *Budimas : Jurnal Pengabdian Masyarakat*, 3(1), 54–61. <https://doi.org/10.29040/budimas.v3i1.1792>
- Simamora, A. J. J., Kurniawati, D., & Zulkarnain, I. (2024). Integrated Marketing Communication Activities of PT. Prima Inti Nusa in Building a Positive Corporate Image. *Jurnal Multidisiplin Madani*, 4(8), 1195–1208. <https://doi.org/10.55927/mudima.v4i8.10395>

- Swaminathan, K. L. K. & V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th Editio). Pearson.
- Wilson, A. (2019). *MARKETING RESEARCH DELIVERING CUSTOMER INSIGHT* (United Kingdom (ed.); 4th Editio). RED GLOBAL PRESS.
- Yudis Puspitasari, A., MS, M., & Rouly H. Pandjaitan, D. (2022). The Impact of *Rebranding* on University Brand Equity. *International Journal of Scientific Research and Management*, 10(04), 3353–3362.
<https://doi.org/10.18535/ijssrm/v10i4.em13>