

DAFTAR PUSTAKA

- Aaker, D. A. (2023). *Building strong brands*. New York: The Free Press.
- Ahmad, R. (2023). *Strategi visual dalam pemasaran digital*. Jakarta: Literasi Media Press.
- Ashley, C., & Tuten, T. (2014). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15–27.
- Budabin, A. C. (2017). Celebrity humanitarianism and North–South relations: Politics, place and power. *Routledge*.
- Coombs, W. T. (2015). *Ongoing crisis communication: Planning, managing, and responding* (4th ed.). Thousand Oaks, CA: Sage.
- Coombs, W. T., & Holladay, S. J. (2012). Managing corporate social responsibility: A communication approach. *Wiley-Blackwell*.
- Escalas, J. E. (2008). Narrative processing: Building consumer connections to brands. *Journal of Consumer Psychology*, 14(1-2), 168–180.
- Fiandra, Y., Budiman, R., & Al Noor, D. (2025). Penerapan prinsip rule of thirds dalam pembuatan konten visual untuk media sosial. *Jurnal Desain Interaktif*, 7(1), 20–30.
- Hartono, R., & Santoso, M. (2023). Pemulihan brand image melalui Instagram visual storytelling saat krisis reputasi. *Jurnal Komunikasi Digital*, 5(2), 135–147.
- Hidayat, M., & Suryani, D. (2022). Strategi komunikasi merek melalui visual storytelling di media sosial. *Jurnal Desain Komunikasi Visual Nusantara*, 9(1), 35–46.
- Kappas, A. (2013). Social regulation of emotion: Messy layers. *Frontiers in Psychology*, 4, 51. <https://doi.org/10.3389/fpsyg.2013.00051>
- Keller, K. L. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson.
- Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2nd ed.). London: Routledge.
- Leeuwen, T. van. (2006). *Introducing social semiotics*. New York: Routledge.

- Morgan, D., & Lee, J. (2023). Emotional branding through visual storytelling on Instagram. *International Journal of Marketing Research*, 65(3), 245–260.
- Nugroho, A. (2022). Strategi visual storytelling dalam kampanye brand di media sosial. *Jurnal Komunikasi Visual*, 6(2), 87–96.
- Nugroho, A., & Sari, R. (2023). Dimensions of brand image in premium coffee shop market: The Indonesian context. *Jurnal Penelitian Pemasaran*, 4(2), 101–110.
- Pieters, R., Wedel, M., & Batra, R. (2010). Visual attention to advertising: The impact of motivation and repetition. *Journal of Marketing Research*, 47(4), 524–535.
- Pratiwi, A., & Nugroho, D. (2023). Mengukur efektivitas authenticity dan emotional appeal dalam konten Instagram terhadap brand favorability. *Jurnal Riset Media Sosial*, 7(1), 62–75.
- Putri, D. M., & Widjaja, R. (2023). Visual storytelling sebagai strategi komunikasi brand di era digital. *Jurnal Visual Naratif*, 5(1), 12–22.
- Rahman, I., & Lee, S. (2023). Elements of visual storytelling on Instagram and their impact on brand image of premium coffee shops in Indonesia. *Asian Journal of Marketing Communication*, 11(2), 55–70.
- Satriaji, D., & Destrity, N. (2024). Storytelling dan empati dalam strategi konten media sosial. *Jurnal DKV Digital*, 8(1), 33–41.
- Setiawan, R., & Pratiwi, N. (2023). Pengaruh kombinasi format konten Instagram terhadap engagement rate. *Jurnal Riset Komunikasi Digital*, 6(2), 44–56.
- Solis, B. (2023). *The visual storyteller: Building brand narratives in the digital era*. San Francisco: X Media.
- Strandvad, S. M., Davis, A., & Dunn, J. (2021). Mermaiding and the market: Community, imagination, and niche branding. *Consumption Markets & Culture*, 24(4), 376–395.
- Verakandhi, R. (2024). Strategi video pendek dalam pemasaran digital. *Jurnal Media Interaktif*, 9(1), 14–25.

- Walter, E., & Gioglio, J. (2021). *The power of visual storytelling: How to use visuals, videos, and social media to market your brand*. New York: McGraw-Hill.
- Weis, E. (2003). *The silent scream: Nonverbal communication in performance*. New York: Routledge.
- Wijaya, S., & Nugroho, D. (2022). Pengaruh Instagram visual storytelling terhadap brand image coffee shop premium: Studi kasus Starbucks Indonesia. *Jurnal Komunikasi Kreatif*, 10(2), 76–90.