

REFERENCES

- American Marketing Association. (2024). American Marketing Association | AMA. Available from <https://www.ama.org/>, Accessed April 1, 2024.
- Andhita, P. R., Sos, S., & Kom, M. I. (2021). *Komunikasi Visual* (Vol. 1). Zahira Media Publisher.
- Aiello, Giorgia & Parry, Katy. (2020). *Visual Communication: Understanding Images In Media Culture*. London: SAGE.
- Bagia, D. S., Arisman, A., & Barlian, B. (2022). Pengaruh Visual Brand Communication dan Kualitas Produk terhadap Brand Experience: Survei pada Konsumen Kosmetik Wardah di Kota Tasikmalaya. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, 1(10), 3772-3779.
- Baltezarević, I., & Baltezarević, R. (2021). THE IMPACT OF VISUAL BRAND COMMUNICATION ON SOCIAL NETWORKS ON CONSUMER BEHAVIOR DURING THE CRISIS. *THEMATIC PROCEEDINGS*, 141. Available from: https://www.researchgate.net/publication/358466422_THE_IMPACT_OF_VISUAL_BRAND_COMMUNICATION_ON_SOCIAL_NETWORKS_ON_CONSUMER_BEHAVIOR_DURING_THE_CRISIS, Accessed June 1, 2023.
- Bringhurst, R. (2012). *The Elements of Typographic Style*. Hartley & Marks.
- Cowan, K. 2015. Essential Colour Guide for Designers: Understanding Colour Theory. Blog post. Creative Boom. Available from: <https://www.creativeboom.com/resources/essential-colour-guide-for-designers-understanding-colour-theory/> Accessed June 13, 2024
- Dang, L. (2019). *Visual branding: A guide to designing visual identity: Case: Plannr. eu*.
- Data, T. P. (2015). Instrumen Penelitian. *Kisi-Kisi Instrumen*.
- Dawkins, R. (2019). Good strategy or evolutionarily stable strategy?. In *Sociobiology: beyond nature/nurture?* (pp. 331-367). Routledge.
- deBara, D. (n.d.). Brand identity: What it is and how to create one. 99designs.

- Available from: <https://99designs.com/blog/tips/brand-identity/>, Accessed July 22, 2024
- Elliot, A. J., & Maier, M. A. (2014). *Color Psychology: Effects of Perceiving Color on Psychological Functioning in Humans*. Annual Review of Psychology.
- Falkheimer, J., & Heide, M. (2018). *Strategic communication: An introduction*. Routledge.
- Fatimayin, F. (2018). What is communication. *National Open University of Nigeria*.
- Fauziah, K., & Aulia, P. B. (2024). VISUAL BRANDING DINAS KOMUNIKASI DAN INFORMATIKA DAERAH ISTIMEWA YOGYAKARTA MELALUI KONTEN INSTAGRAM: SEBUAH TINJAUAN SEMIOTIK. *Nusantara Hasana Journal*, 3(12), 102-110.
- Hasugian, P. S. (2018). Perancangan website sebagai media promosi dan informasi. *Journal Of Informatic Pelita Nusantara*, 3(1).
- Hellberg, M. (2015). Visual Brand Communication on Instagram: A study on consumer engagement. *Hanken School of Economics*, 6-80.
- Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative research methods*. Sage.
- How to Start a Marketing Business. (2024). (n.p.): Authors Society.
- Johnson, J., Whittington, R., Regnér, P., Angwin, D., Johnson, G., & Scholes, K. (2020). *Exploring strategy*. Pearson UK.
- Kapferer, J. N. (2012). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking*. Kogan Page.
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. Sage publications.
- London Image Institute. (n.d.). Color psychology: How do colors affect mood & emotions? Available from : <https://londonimageinstitute.com/how-to-empower-yourself-with-color-psychology/>, Accessed July 17, 2024
- Mehta, R. (2021). *The New Marketing Playbook: The Latest Tools and Techniques to Grow Your Business*. Pearson UK.
- McQuarrie, E. F., & Phillips, B. J. (2016). *Visual branding: A rhetorical and historical analysis*. Edward Elgar Publishing.

- Muallimah, H. (2021). Kajian Penerapan Strategi Komunikasi AISAS Terhadap Perancangan Desain Komunikasi Visual. *Kreatif: Jurnal Karya Tulis, Rupa, Eksperimental dan Inovatif*, 3(2), 1-10.
- Ong, X. J. S. B. (2020). Pengemasan Informasi Pada Konten Instagram@ Isprjakarta dalam Mengomunikasikan Pesan Selama Pandemi COVID-19/Ong Xena Jihan Shania Budiman/63160155/Pembimbing: Glorya Agustiningih.
- Putra, M. C. Z. A., & Oemar, E. A. B. (2020). ANALISIS STRATEGI VISUAL BRANDING FLIP BURGER DENGAN PENDEKATAN TEORI BRANDING MARTY NEUMEIER. *BARIK*, 1(3), 89-102
- PricewaterhouseCoopers. (2017). Available from: <https://www.pwc.com.au/the-difference/the-power-of-visual-communication-apr17.pdf>, Accessed April 10, 2024.
- Sanjaya, Wina. 2013. Strategi Pembelajaran Berorientasi Standar Proses Pendidikan. Jakarta: Kencana Prenada Media. (Sanjaya, 2013: 274)
- Sari, A. C., Hartina, R., Awalia, R., Irianti, H., & Ainun, N. (2018). Komunikasi dan media sosial. *Jurnal the Messenger*, 3(2), 69.
- Sugiyono. 2018. Qualitative Research Methods. Alfabeta: Bandung
- Sukendar, M. U., & Susena, E. (2022). User Interface Website as a Digital Personal Branding. *International Journal of Computer and Information System (IJCIS)*, 3(3), 137-141.
- Taherdoost, H. (2021). Data Collection Methods and Tools for Research; A Step-by-Step Guide to Choose Data Collection Technique for Academic and Business Research Projects. *International Journal of Academic Research in Management (IJARM)*, 10(1), 10-38.
- Ummah, A. H., Djuanda, G., Ahmad, D., Afriza, E. S. D., Athalarik, F. M., Moekahar, F., ... & Kairupan, D. J. (2021). Komunikasi Korporat Teori Dan Praktis.
- Utami, J. A. (2021). *SISTEM INFORMASI PRAKTIKUM MAHASISWA (SIPRAMA) STUDI KASUS LABORATORIUM JURUSAN INFORMATIKA UNIVERSITAS SILIWANGI* (Doctoral dissertation, Universitas Siliwangi).

- Van Ruler, B. (2018). Communication theory: An underrated pillar on which strategic communication rests. *International Journal of Strategic Communication*, 12(4), 367-381. Available from: <https://doi.org/10.1080/1553118X.2018.1452240>, Accessed January 12, 2024
- Williams, G. (2019). *Applied qualitative research design*. Scientific e-Resources.
- Wirdamulia, A. (2019). STRATEGI PENGELOLAAN MAKNA MERK.
- Zerfass, A., Verčič, D., Nothhaft, H., & Werder, K. P. (2018). Strategic communication: Defining the field and its contribution to research and practice. *International Journal of Strategic Communication*, 12(4), 487-505