

REFERENCES

- Adrian, P. M. (2021). *Business plan Kombuchi Brewing Co di Canggu Bali* (Doctoral dissertation, Poltekpar NHI Bandung).
- Awaluddin, R. (2021). Jenis-jenis digital marketing. In *Digital marketing: Konsep dan strategi* (Vol. 1, pp. 116).
- Bambang, A., Kusumawati, A., Nimran, U., & Suharyono, S. (2021). The effect of spiritual marketing and entrepreneurship orientation on determining sustainable competitive advantage. *The Journal of Asian Finance, Economics and Business*, 8(2), 231–241.
<https://doi.org/10.13106/jafeb.2021.vol8.no2.0231>
- Branch, R. M. (2009). *Instructional design: The ADDIE approach*. Springer.
- Chandler, D. (2017). *Semiotics: The basics* (3rd ed.). Routledge.
- Darsana, I. M., Rahmadani, S., Salijah, E., Akbar, A. Y., Bahri, K. N., Amir, N. H., & Nugroho, A. (2023). *Strategi pemasaran*. CV. Intelektual Manifes Media.
- Dick, W., Carey, L., & Carey, J. O. (2009). *The systematic design of instruction* (7th ed., pp. 6–8). Pearson.
- Everett, S. (2015). *Iconic cuisines, marketing and place promotion*. In *Heritage cuisines* (pp. 119Table 3. 3 Research Instrument Table—131). Routledge.
- Firmansyah, A. (2020). *Komunikasi pemasaran*. Qiara Media.
- Haque-Fawzi, M. G., Iskandar, A. S., Erlangga, H., & Sunarsi, D. (2022). *Strategi pemasaran: Konsep, teori dan implementasi*. Pascal Books.
- Jano, Z., Noor, S. M., Ahmad, R., Saad, M. S. M., Saadan, R., Bokhari, M., & Abdullah, A. N. (2015). Website usability and cultural dimensions in Malaysian and Australian universities. *Asian Social Science*, 11(9), 1–13.
<https://doi.org/10.5539/ass.v11n9p1>

- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., Maulana, A., Sabran, B., Barnadi, D., Hardani, W., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (Vol. 1, p. 345). Erlangga.
- Muhammad, F. N., Arifin, A., & Hermawan, N. (2023, July). Telerehabilitation information system for lower limb with FES based on website application. In *2023 International Seminar on Intelligent Technology and Its Applications*
- Mulyawan, R. (2022). Pengertian website: Menurut para ahli, sejarah, manfaat dan jenisnya.
- Pasaribu, H. F. (2018). *Penerapan analisis SWOT dalam strategi pemasaran pada PT. Arma Anugerah Abadi Medan* (Doctoral dissertation, Universitas Islam Negeri Sumatera Utara Medan).
- Peirce, C. S. (1931–1958). *Collected papers of Charles Sanders Peirce* (Vols. 1–8, C. Hartshorne, P. Weiss, & A. W. Burks, Eds.). Harvard University Press.
- Purwaningtyas, R. (2022). Sistem informasi penjualan makanan berbasis website dengan metode Rapid Application Development (RAD). *UG Journal*, 15(9).
- Rahman, S. (2021). *Pengembangan industri kuliner berbasis makanan tradisional khas Sulawesi*. Deepublish.
- Rudyanto. (2011). *Dynamic web programming using PHP and MySQL*. Sari, A. O., Abdilah, A., & Sunarti. (2019). *Web programming*.
- Sigala, M. (2004, January). Designing experiential websites in tourism and hospitality: A customer-centric value approach. In *ENTER* (pp. 161–171). Springer.
- Sitorus, O. F., & Utami, N. (2017). *Marketing promotion strategy*.
- Susanto, A., & Asmira. (2017). Perancangan website sebagai media promosi dan informasi menggunakan metode web engineering. *SIMKOM*, 2(3). Retrieved from.
- Susilowati, Y. (2019). *Modul e-Commerce: Teaching factory for students*. Mutiara Publisher.
- Sosrojudho, S., & Tim Litbang Concept. (2010). Tinjauan desain iklan dalam sudut pandang majas visual (Studi kasus: Iklan media billboard di Kota Semarang).

Winarso, W., Untari, D. T., & Khasanah, F. N. (2024). Efektivitas website sebagai media promosi produk kuliner: Model EPIC dalam membangun awareness restoran di Jakarta. *Jurnal Kajian Ilmiah*, 24(1), 101–108.