

## Daftar Pustaka

- Anholt, S. (2006). *Public Diplomacy and Place Branding: Where's the Link?*. Journal of Communication Management, Vol. 2 No. 4. New York : Palgrave Macmillan.
- Anholt, S. (2007). *Competitive Identity: The New Brand Management for Nations, Cities and Regions*. New York: Palgrave Macmillan
- Ashworth. (2009). *The Instrument of Place Branding. How is it done? European Spatial Research and Policy*. Vol.16, No.1, P. 9-22
- Bagoes, R. (2012). *Filsafat Penelitian & Metode Penelitian Sosial*. Yogyakarta: Pustaka Belajar.
- Cresswell, J.W. (2014). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta. PUSTAKA PELAJAR.
- Cresswell, J.W. (2015). *Penelitian Kualitatif & Desain Riset: Memilih Di Antara Lima Pendekatan*. Yogyakarta. PUSTAKA PELAJAR.
- Chaerani, R. (2011). *Pengaruh City Branding Terhadap City Image*. Diakses pada <http://ejurnal.fisip-untirta.ac.id/index.php/JRK/article/download/98/88>. Diakses tanggal 11 September 2019.
- Chandra, D. (2017). Skripsi : *Peran Humas Kab. Boyolali dalam Menunjang Keberhasilan City branding di Boyolali*. Universitas Pembangunan Nasional “Veteran” Yogyakarta, Yogyakarta.
- Darwin, M., & Wahyu, N. (1998). *Pengantar Kebijakan Publik*. Yogyakarta: Gajah Mada University Press. Hal 132



Dessy, S. (2017). Skripsi: “*Upaya Pembangunan Daerah Melalui Aktivitas City Branding (Studi Kasus terhadap City Branding Kabupaten Boyolali)*”.

Dunn, W. (2000). *Pengantar analisis Kebijakan Publik*. Edisi kedua. Gadjah Mada University Press, Yogyakarta.

Fuad, M. (2015). *Skripsi : Evaluasi Branding Kabupaten Sleman*.

Fitri, M. (2010). *Membangun City Branding Melalui Solo Batik Carnival*. Vol.2, No. 1

Gaggiotti, H., & Low, K.C. P., & Yunak, O. (2008). *City brand management (CBM): The case of Kazakhstan*. *Place Branding and Public Diplomacy*, 4(2), 115–123.

Jones, C. O. (1984). *An Introduction to the Study of Public Policy*. third Edition Books/Cole Publishing Company. California

Kavaratzis, M., & Ashworth, G. J. (2005). “ *City Branding: An Effective Assertion of Identity or A Transitory Marketing Trick?*”. Blackwell Publishing Ltd, Oxford

Kavaratzi, M. (2004). *From City Marketing to City Branding: Towards a theoretical framework for developing city brands*. *Place Branding*. Vol.1, No.1

Kavaratzis, M. (2004). *The Participatory Place Branding Process for Tourism : Linking Visitor and Resident Through the City Brand*. *Tourism in the City*. 93-107. Switzerland: Springer International Publishing.

Kotler, P. (1999). *Marketing Management: An Asian Perspective*, 2<sup>nd</sup> edition. Singapore: Prentice Hall, Inc



Kotler, P., & Waldemar, P. (2006). *B2B Brand Management*. PT Bhuana IlmuPopuler: Jakarta

(terjemahan Natalia Ruth Sihandri)

Kotler, P. 2002. *Marketing Asian places: attracting investment, industry, and tourism to cities, states, and nations*.

Kriyantono, R. (2007). *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana.

Lindsey. (2019). *Seperti apa rasanya tinggal di negara ramah lingkungan*. BBC Travel.

Nader, Z. (2014). *City Branding Evaluation and Analysis of Cultural Capabilities of Isfahan City*. European Spatial Research and Policy. Vol. 21, No.2

Moilanen, T., & Rainisto. (2009). *How to Brand Nation, Cities and Destination*. A Planning Book for Place Branding. USA: Palgrave Macmillan

Middleton, A.C. (2011). *City Branding an Inward Investment*. England: Hampshire.

Purwanti, A., & Genoveva. (2017). *An Evaluation of City Branding to Reinforce the City Competitiveness (A case study of Surabaya)*. President University, Indonesia

Nugroho, R.D. (2007). *Analisis Kebijakan*. Jakarta : PT : Gramedia, Hal 26

Roostika, R. (2012). *Citra Merek Tujuan Wisata dan Perilaku Wisatawan : Yogyakarta sebagai Daerah Tujuan Wisata*. Hal 41-54

Rancangan Pembangunan Jangka Menengah Daerah. (2016-2021).

Singh, J.T., & Hildreth. (2015). Book Chapter from “The Branding Challenge”. Diakses dalam <http://jtsingh.com/index.php?route=information/information&informationid=25> diakses pada tanggal 20 November 2019



: Pustaka Pelajar

Sutopo. (2002). *Metode Penelitian Kualitatif*. Sebelas Maret University Press. Bandung.

Sugiyono. (2009). *Metode Penelitian Kualitatif*. Alfabeta, Bandung.

Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif & RND*. Alfabeta, Bandung.

Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Tiaren, Y. (2019). *City Branding Evaluation as a Tool Sustainable Urban Growth : A Framework and Lessons from the Yangtze River Delta Region*. Basel. Switzerland

Wibawa, S. (1994). *Evaluasi Kebijakan Publik*. Jakarta: PT raja Grafindo Persada. Hal 9

Widodo. (2007). "City Branding Untuk Pemda : Perlukah?". Diakses pada  
<http://otonomidaerah.net/2009/10/city-branding-untuk-pemdaperlukah.html>. 20  
November 2019.

Yanada, M., & Salamah, U. (2014). *Branding Tempat (Membangun Kota, Kabupaten, dan Provinsi Berbasis Identitas)*. Makna Informasi

Zhang, L., & Zhao, S,X. (2009). *City Branding and the Olympic effect: A case study of Beijing Cities*. Page 245-254