

Work Cited

- Assauri, Sofjan. Manajemen Pemasaran, Dasar, Konsep, dan Strategi. Jakarta: PT. Rajagrafindo Persada, 2005. Print.
- Badan Penerbit dan Publikasi. Laporan Kinerja Badan Penerbit dan Publikasi Universitas Gadjah Mada 2016. Yogyakarta: BPP, 2016. Print.
- Gitosudarmo, Indriyo. Manajemen Strategis. Yogyakarta: BPFE-Yogyakarta, 2001. Print.
- Kotler, Philip and Gary Amstrong. Prinsip-prinsip Pemasaran Edisi 8. Jakarta: Erlangga, 2001. Print.
- Lupriyadi, Ahmad and A. Hamdini. Manajemen Pemasaran Jasa. Jakarta: Salemba Empat, 2006. Print.
- Sardar, Ziauddin. Tantangan Dunia Islam Abad 21. Bandung: Mizan, 1996. Print.
- Siagan, Sondang P. Manajemen Strategik. Jakarta: Bumi Aksara, 1996. Print.
- Silvers, Julia Rutherford. Professional Event Coordination. Canada: Wiley, 2004. Print.
- Wilmshurt, John. The Fundamental of Advertising. Great Britain: Chartered Institute of Marketing, 1985. Print.

Electronic Sources

- Tayeb, Osama. *Roadmap to Become a World-Class University*. SpringerLink, Springer, Dordrecht, 1970. Web. 12 April. 2018
- “About.” *World Class University - Universitas Gadjah Mada*. Web. 12 April. 2018
- Gil, Paul. “What Exactly Is 'Twitter'? What Is 'Tweeting'?” *Lifewire*, Lifewire. Web. 8 May. 2018
- “Yogyakarta, Indonesia.” *ICST 2018*. 2018. Web. 28 April. 2018