

DAFTAR PUSTAKA

- Afrizal. (2017). *Metode Penelitian Kualitatif: Sebuah Upaya Mendukung Penggunaan Penelitian Kualitatif dalam Berbagai Disiplin Ilmu*. Depok: Rajawali.
- Anabila, P. (2020). Integrated marketing communications, brand equity, and business performance in micro-finance institutions: An emerging market perspective. *Journal of Marketing Communications*, 26(3), 229–242. <https://doi.org/10.1080/13527266.2019.1574868>
- Ardianto, Elvinaro & Q-Anees, B. (2009). *Filsafat Ilmu Komunikasi*. Bandung: Remaja Rosdakarya.
- Ardianto, E. (2014). *Metode Penelitian untuk Public Relations*. Bandung: Sambiosa Rektama Media.
- Biz in Bali. (2021, July). Niluh Djelantik, Perancang Sepatu asal Bali yang Mendunia. *Bizinbali*. Retrieved from <https://bizinbali.com/tokoh/niluh-djelantik-perancang-sepatu-asal-bali-yang-mendunia/>
- Bruhn, M., & Schnebelen, S. (2017). Integrated marketing communication – from an instrumental to a customer-centric perspective. *European Journal of Marketing*, 51(3), 464–489. <https://doi.org/10.1108/EJM-08-2015-0591>
- Buil, I., Catalán, S., & Martínez, E. (2016). The importance of corporate brand identity in business management: An application to the UK banking sector. *BRQ Business Research Quarterly*, 19(1), 3–12. <https://doi.org/10.1016/j.brq.2014.11.001>
- Buttle, F., & Groeger, L. (2017). Who says what to whom in what channel? A rules theoretic perspective on word-of-mouth marketing. *Journal of Marketing Management*, 33(13–14), 1035–1059. <https://doi.org/10.1080/0267257X.2017.1325390>
- Creswell, J. W. (2016). *RESEARCH DESIGN: Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran* (4th, Terje ed.). Yogyakarta: Pustaka Pelajar.
- da Silveira, C., Lages, C., & Simões, C. (2013). Reconceptualizing brand identity in a dynamic environment. *Journal of Business Research*, 66(1), 28–36. <https://doi.org/10.1016/j.jbusres.2011.07.020>
- de Chernatony, L. (2010). *From Brand Vision to Brand Evaluation: The Strategic*

Process of Gworing and Strengthening Brands (3rd ed.). Oxford: Butterworth-Heinemann.

Dewi, D. (2021, March 1). Pandemi, Ni Luh Jelantik Lakukan “Shifting” dari “Shoemaker” ke Masker. *Bali Post*. Retrieved from <https://www.balipost.com/news/2021/03/01/178208/Pandemi,Ni-Luh-Jelantik-Lakukan...html>[https://www.balipost.com/news/2021/03/01/178208/Pandemi,Ni-Luh-Jelantik-Lakukan...h](https://www.balipost.com/news/2021/03/01/178208/Pandemi,Ni-Luh-Jelantik-Lakukan...html)

Esti, P. L. (n.d.). Strategi Integrated Marketing Communication (Imc) Telkom Flexi Dalam Membangun Brand Identity Sebagai Internet. *Journal.Unair.Ac.Id*, 3(2), 171–181. Retrieved from <http://journal.unair.ac.id/download-fullpapers-comm3f066af2482full.pdf>

Fiati, R., Aras, M., Indrati, I., & Mani, L. (2021). E-Commerce Communication: A Descriptive Study on Integrated Marketing Communication in Tokopedia, Indonesia. *Proceedings of the 2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)*, 168, 187–195. <https://doi.org/10.2991/aeblr.k.210305.034>

Geuens, M., Weijters, B., & De Wulf, K. (2009). A new measure of brand personality. *International Journal of Research in Marketing*, 26(2), 97–107. <https://doi.org/10.1016/j.ijresmar.2008.12.002>

Ghony, M. ., & Almanshur, F. (2012). *Metode Penelitian Kualitatif*. Yogyakarta: AR-RUZZ MEDIA.

Henry. (2019). Mengenal Niluh Djelantik, Desainer Top yang Berseteru dengan Lisa Marlina. *Liputan 6*.

Herman. (2021, April 25). Bisnis Fashion Bisa Bertahan di Tengah Pandemi, Ini Kuncinya. *Berita Satu*. Retrieved from <https://www.beritasatu.com/ekonomi/765291/bisnis-fashion-bisa-bertahan-di-tengah-pandemi-ini-kuncinya>

Holm, O. (2006). Integrated marketing communication: From tactics to strategy. *Corporate Communications*, 11(1), 23–33. <https://doi.org/10.1108/13563280610643525>

Ianenko, M., Stepanov, M., & Mironova, L. (2020). Brand identity development. *E3S Web of Conferences*, 164, 1–7. <https://doi.org/10.1051/e3sconf/202016409015>

Jones, R. (2010). Corporate branding: The role of vision in implementing the

- corporate brand. *Innovative Marketing*, 6(1), 44–56.
- Kapferer, J. (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term* (4th ed.). London & Philadelphia: Korgan Series.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, Managing Brand Equity* (4th ed.). USA: Pearson Education.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management. Prantice Hall* (14th ed.). Upple Saddle River.
- Liu, A. X., Hsu, C. H. C., & Fan, D. X. F. (2020). From brand identity to brand equity: a multilevel analysis of the organization–employee bidirectional effects in upscale hotels. *International Journal of Contemporary Hospitality Management*, 32(7), 2285–2304. <https://doi.org/10.1108/IJCHM-08-2019-0680>
- Luck, E., & Moffatt, J. (2009). IMC: Has anything really changed? A new perspective on an old definition. *Journal of Marketing Communications*, 15(5), 311–325. <https://doi.org/10.1080/13527260802481256>
- Madhavarman, S., Badrinarayan, V., & McDonald, R. E. (2005). Integrated Marketing Communication (IMC) and Brand Identity As Critical Components of Brand Equity Strategy. *Journal of Advertising*, 34(4), 69–80.
- McMillan, J., & Schumacher, S. (2014). *Research in Education: Evidence-Based Inquiry. Pearson* (7th ed.). London: Pearson Education Limited. Retrieved from <https://eric.ed.gov/id=ED577250>
- Nadanyiova, M., Gajanova, L., & Moravcikova, D. (2019). The impact of personal branding on the customer value-based pricing strategy. In E. Mitek (Ed.), *New Trends in Management: Regional and Cross-border Perspective* (Włodzimier, pp. 163–177). London Scientific.
- Nandan, S. (2005). An exploration of the brand identity–brand image linkage: A communications perspective. *Journal of Brand Management*, 12(4), 264–278. <https://doi.org/10.1057/palgrave.bm.2540222>
- Niluh Djelantik. (n.d.). About Niluh.
- Nobre, H., & Simões, C. (2019). NewLux Brand Relationship Scale: Capturing the scope of mass-consumed luxury brand relationships. *Journal of Business Research*, 102(May 2018), 328–338. <https://doi.org/10.1016/j.jbusres.2019.01.047>
- Pamungkas, I. N. A. (2016). *IMC"0"Logy* (1st ed.). Yogyakarta: Deepublish.

- Peattie, S., & Peattie, K. (2003). Sales Promotion. In M. J. Baker (Ed.), *The Marketing Book* (Fifth, pp. 458–484). Oxford: Butterworth-Heinemann.
<https://doi.org/10.4324/9780080496405>
- Riyadi, S., Susilo, D., Sufa, A., & Putranto, T. (2019). Digital marketing strategies to boost tourism economy: A case study of atlantis land Surabaya. *Humanities & Social Reviews*, 7(5), 468–473.
<https://doi.org/https://doi.org/10.18510/hssr.2019.7553>
- Rodríguez-Molina, M. A., Frías-Jamilena, D. M., Del Barrio-García, S., & Castañeda-García, J. A. (2019). Destination brand equity-formation: Positioning by tourism type and message consistency. *Journal of Destination Marketing and Management*, 12(February), 114–124.
<https://doi.org/10.1016/j.jdmm.2019.03.010>
- Saputra, D. (2021, March 19). Survei BI: 87,5 Persen UMKM Indonesia Terdampak COVID-19. *Bisnis.Com*. Retrieved from <https://ekonomi.bisnis.com/read/20210319/9/1370022/survei-bi-875-persen-umkm-indonesia-terdampak-pandemi-covid-19>
- Schultz, D. (2004). IMC receives more appropriate definition. *Marketing News*, 8–10.
- Setiawan, T. (2020). Kajian Penerapan Customer Based Brand Equity Strategy Dan Integrated Marketing Communication Pada Usaha Mikro, Kecil Dan Menengah. *Jurnal Ilmu Manajemen Dan Bisnis*, 11(2), 187–200.
<https://doi.org/https://doi.org/10.17509/jimb.v11i2.2874>
- Shi, L. (2019). Conceptualizing the Roles of Founder Personality Traits in Startups' Construction of Brand Identity. *Journal of Promotion Management*, 25(1), 65–81. <https://doi.org/10.1080/10496491.2018.1427656>
- Tempo.co. (2015, September 24). Niluh Djelantik, Pembuat Sepatu Lokal yang Mendunia. *Tempo.Co*. Retrieved from <https://bisnis.tempo.co/read/703398/niluh-djelantik-pembuat-sepatu-lokal-yang-mendunia/full&view=ok>
- Thorson, E., & Rodgers, S. (2012). What Does “Theories of Advertising” Mean? In S. Rodgers & E. Thorson (Eds.), *Advertising Theory* (pp. 3–17). Routledge.
- Verster, A., Petzer, D. J., & Cunningham, N. (2019). Using brand identity to build brand equity: A comparison between the South African and Dutch business-to-business architectural industry. *South African Journal of Business Management*, 50(1), 1–13. <https://doi.org/10.4102/sajbm.v50i1.1372>
- West, R., & Turner, L. H. (2008). *Pengantar Teori Komunikasi: Analisis dan*

Aplikasi. Jakarta: Salemba Humanika.

Yin, R. K. (2014). *Case Study Research: Design and Methods* (Fifth). United States of America: SAGE Publications.