

DAFTAR PUSTAKA

- Ajinomoto Co. (2021, March 30). *Ajinomoto Co., Inc. to establish a dedicated organization for creating businesses that target gen-z – co-creation of value with startups and universities* [Press release]. Ajinomoto Co. https://www.ajinomoto.com/cms_wp_ajmnt_global/wp-content/uploads/pdf/Ajinomoto-Co.-Inc.-to-Establish-a-Dedicated-Organization-for-Creating-Businesses-That-Target-Gen-Z.pdf
- Ajinomoto Indonesia. (2019, July 30). *Won't stop to innovate: 50 years ajinomoto in indonesia.* Ajinomoto Indonesia. <https://www.ajinomoto.co.id/en/article/setengah-abad-berkiprah-di-indonesia-ajinomoto-nyatakan-akan-terus-berinovasi>
- Alam, I., & Perry, C. (2002). A customer-oriented new service development process. *Journal of Services Marketing*. 16(6). 515-534. doi.org/10.1108/08876040210443391
- Alreck, P. L., & Settle, R. B. (1999). Strategies for building consumer brand preference. *Journal of Product & Brand Management*. 8(2). 130-144. doi.org/10.1108/10610429910266986
- Andersson, D., & Hjertqvist, P. (2015). *Customer involvement in new service development - organizational implications and challenges* [Master's thesis, Uppsala University]. diva-portal. <https://www.diva-portal.org/smash/get/diva2:825106/FULLTEXT01.pdf>
- Anning-Dorson, T. (2018). Customer involvement capability and service firm performance: The mediating role of innovation. *Journal of Business Research*, 86(3). 269-280. [doi:10.1016/j.jbusres.2017.07.015](https://doi.org/10.1016/j.jbusres.2017.07.015)
- Arikunto, S. (2006). *Metode Penelitian Kualitatif*. Bumi Aksara.
- Athaide, G. A., Meyers, P. W., & Wilemon, D. L. (1996). Seller-buyer interactions during the commercialization of technological process innovations.

Journal of Product Innovation Management. 13(5). 406-421.
[doi.org/10.1016/0737-6782\(96\)00038-0](https://doi.org/10.1016/0737-6782(96)00038-0)

Athaide, G. A., & Stump, R. L. (1999). A taxonomy of relationship approaches during new product development in technology-based industrial markets. *Journal of Product Innovation Management.* 16(5). 469-82.
doi.org/10.1111/1540-5885.1650469

Bharadwaj, N., Nevin, J. R. & Wallman, J. P. (2012). Explicating hearing the voice of the customer as a manifestation of customer focus and assessing its consequences. *Journal of Product Innovation Management.* 29(6). 1012-1030. doi.org/10.1111/j.1540-5885.2012.00954.x

Beede, P. (2020). Tracing the evolution of advertising account planning. *Journal of Historical Research in Marketing.* 12(3). 285-303.
doi.org/10.1108/JHRM-09-2018-0039

BPS. (2021). *Proporsi Populasi Generasi Z dan Milenial Terbesar di Indonesia*.
<https://databoks.katadata.co.id/datapublish/2021/05/24/proporsi-populasi-generasi-z-dan-milenial-terbesar-di-indonesia>

Cartellieri, C., Parsons, A. J., Rao, V., & Zeisser, M. P. (1997). The real impact of internet advertising. *The McKinsey Quarterly.* 3. 44-62.

Chien, S. H., & Chen, J. J. (2010). Supplier involvement and customer involvement effect on new product development success in the financial service industry. *The Service Industries Journal.* 30(2). 185-201.
doi.org/10.1080/02642060802116354

Christopher, M. (1996). From brand values to customer value. *Journal of Marketing Practice: Applied Marketing Science.* 2(1). 55-66.
doi.org/10.1108/EUM000000000000007

Coviello, N. E., & Joseph, R. M. (2012). Creating major innovations with customers: insights from small and young technology firms. *Journal of Marketing.* 76(6). 87-104. doi.org/10.1509/jm.10.0418

- Creswell, J. (1998). *Qualitative Inquiry and Research Design: Choosing Among Five Tradition*. Sage Publications.
- Crosier, K., Grant, I., & Gilmore, C. (2003). Account planning in Scottish advertising agencies: a discipline in transition. *Journal of Marketing Communications*. 9(1). 1–15. doi:10.1080/1352726022000013376
- Cui, A. S., Wu, F. (2016). Utilizing customer knowledge in innovation: antecedents and impact of customer involvement on new product performance. *Journal of the Academy of Marketing Science*. 44(4). 516–538. doi.org/10.1007/s11747-015-0433-x
- Dentsu. (2020, September 28). *Dentsu aegis network rebrands to dentsu* [Press release]. <https://www.dentsu.com/news-releases/dentsu-aegis-network-rebrands-to-dentsu>
- Fang, E. (2008). Customer participation and the trade-off between new product innovativeness and speed to market. *Journal of Marketing*. 72(4). 90-104. doi.org/10.1509/jmkg.72.4.090
- Fang, E., Palmatier, R. W., & Evans, K. R. (2008). Influence of customer participation on creating and sharing of new product value. *Journal of the Academy of Marketing Science*. 36(3). 322-336. doi.org/10.1007/s11747-007-0082-9
- Feng, T., Sun, L., & Zhang, Y. (2010). The effects of customer and supplier involvement on competitive advantage: an empirical study in China. *Industrial Marketing Management*. 39(8). 1384-1394. doi.org/10.1016/j.indmarman.2010.04.006
- Govindarajan, V., & Anthony, R. N. (2001). *Sistem Pengendalian Manajemen*. Salemba Empat.
- Griffiths, J., & Follows, T. (2016). *98% Pure Potato: The Origins of Account Planning*. Random House.

- Gruner, K. E., & Homburg, C. (2000). Does customer interaction enhance new product success?. *Journal of Business Research*. 49(1). 1-14.
[https://doi.org/10.1016/S0148-2963\(99\)00013-2](https://doi.org/10.1016/S0148-2963(99)00013-2)
- Hackley, C. (2003). Account planning: current agency perspectives on an advertising enigma. *Journal of Advertising Research*. 43(2). 235-245.
doi:10.1017/S0021849903030186
- Hanna, N., Ayers, D. J., Ridnour, R. E. & Gordon, G. L. (1995). New product development practices in consumer versus business products organizations. *Journal of Product & Brand Management*. 4(1). 33-55.
doi.org/10.1108/10610429510083749
- Harhoff, D., Henkel, J., & Von Hippel, E. (2003). Profiting from voluntary information spillovers: how users benefit by freely revealing their innovations. *Research Policy*. 32(10), 1753-1769. doi.org/10.1016/S0048-7333(03)00061-1
- Horsky, S. (2006). The changing architecture of advertising agencies. *Marketing Science*. 25(4). 367-383. doi:10.2307/40057017
- Hoyer, W. D., & Brown, S. P. (1990). Effects of branding awareness on choice for a common, repeated-purchase product. *Journal of Consumer Research*. 17(2). 141-148. doi.org/10.1086/208544
- Kaulio, M. A. (1998), Customer, consumer and user involvement in product development: a framework and a review of selected methods. *Total Quality Management*. 9(1). 141-149. doi.org/10.1080/0954412989333
- Kelley, L., & Jugenheimer, D. (2006). *Advertising Account Planning: A Practical Guide*. M. E, Sharpe.
- King, S. (1989). The anatomy of account planning. *Admap*. 36-40.
- Kotler, P. (2003). *Marketing Management Analysis, Planning, Implementation and Control*. Mc Graw – Hill.

- Kover, A., Goldberg, S., & James, W. (1995). Creativity vs. effectiveness? an integrating classification for advertising. *Journal of Advertising Research*. 35(6). 29-41.
- Lagrosen, S. (2005). Customer involvement in new product development: a relationship marketing perspective. *European Journal of Innovation Management*. 8(4) 424-436. doi.org/10.1108/14601060510627803
- Lin, X., & Germain, R. (2004). Antecedents to customer involvement in product development: comparing us and chinese firms. *European Management Journal*. 22(2). 244-255. doi.org/10.1016/j.emj.2004.01.009
- Melander, L. (2020). Customer involvement in product development: using voice of the customer for innovation and marketing. *Benchmarking: An International Journal*. 27(1). 215-231. doi.org/10.1108/BIJ-04-2018-0112
- Miles, M. B. & Huberman, A. M. (1992). *Analisis Data Kualitatif*. Universitas Indonesia Press
- Mulyana, D. (2008). *Ilmu Komunikasi: Suatu Pengantar*. Remaja Rosdakarya.
- Nicolajsen, H. W., & Scupola, A. (2011). Investigating issues and challenges for customer involvement in business services innovation. *Journal of Business & Industrial Marketing*. 26(5). 368-376. doi.org/10.1108/08858621111144424
- Oinonen, M. (2014, September 1). *Customer involvement in co-development in b2b markets: literature review on key contributions and success factors* [Paper presentation]. 30th Annual IMP Conference 2014, Bordeaux, France. https://www.impgroup.org/paper_view.php?viewPaper=8261
- Parker, J., Ang, L., & Koslow, S. (2018). The creative search for an insight in account planning: an absorptive capacity approach. *Journal of Advertising*. 47(3). 1–18. doi:10.1080/00913367.2018.1474146
- Percy, L. (2008). *Strategic Integrated Marketing Communication*. Elsevier Inc.

- Pelschmaker, P., Magie, G. & Joeri, V. D. B. (2006). *Marketing Communications a Europe Perspective*. Pearson Education Limited.
- Pollitt, S. (1979). How I started account planning in agencies. *Campaign*. 29-30.
- Rehman, S., & Ibrahim, M. S. (2011). Integrated marketing communication and promotion. *Journal of Arts, Science & Commerce*. 2(4). 187-191.
<https://ssrn.com/abstract=2383065>
- Riyanto, Y. (2010). *Metodologi Penelitian Pendidikan*. Penerbit SIC
- Salomo, S., Steinhoff, F., & Trommsdorff, V. (2003). Customer orientation in innovation projects and new product development success – the moderating effect of product innovativeness. *International Journal of Technology Management*. 26(5-6). 442-63.
doi.org/10.1504/IJTM.2003.003417
- Sari, W. P. (2007). Perencanaan strategis komunikasi pemasaran layanan jasa pendidikan fakultas ilmu komunikasi universitas budi luhur. *BLCOM*. 2(2). <https://www.researchgate.net/publication/242517044>
- Shimp, A. T. (2003). *Periklanan Promosi*. Erlangga
- Stewart, J. (1987). The americanization of account planning. *International Journal of Advertising*. 6(1). 85-90. doi:10.1080/02650487.1987.11107003
- Surayka, E. (1993). *Hubungan antara komunikasi atasan bawahan dengan keterlibatan kerja pada karyawan witel vi semarang*. [Undergraduate's thesis, Universitas Gadjah Mada].
- Tjiptono, F. (2007). *Pemasaran Jasa*. Bayu Media.
- Von Hippel, E. (1986). Lead users: a source of novel product concepts. *Management Science*. 32(7). 791-805. doi:10.1287/mnsc.32.7.791
- Wijaya, D. P. (2014). *Perencanaan strategis dalam komunikasi pemasaran: studi kasus praktik strategic planning dalam upaya rebranding snickers*

chocolate bar. [Undergraduate's thesis, Universitas Gadjah Mada]. etd repository. <http://etd.repository.ugm.ac.id/penelitian/detail/78670>

Windahl, C., & Lakemond, N. (2010). Integrated solutions from a service-centered perspective: applicability and limitations in the capital goods industry. *Industrial Marketing Management*. 39(8). 1278–1290. doi:10.1016/j.indmarman.2010.03.001

Zemlickienė, V., & Maditinos, D. I. (2012). Marketing strategy formulation for innovative product development process. *Business: Theory and Practice*. 13(4). 365-374. doi.org/10.3846/btp.2012.38