

WORKS CITED

- Alananto, Donant. Dewi, Siti. (2017). The Effect of Event And Publicity Towards Brand Awareness on Financial Service Authority (OJK).
- Benefits of Event Marketing. (n.d). Retrieved February 19, 2023, from Hett Website:
<https://blog.hettshow.co.uk/benefits-of-event-marketing/#:~:text=Hosting%20or%20attending%20events%20allows,add%20value%20to%20their%20organisation.>
- Building an Event Grammar – Understanding Context. (2014). Retrieved February 19, 2023, from Snowplow Website:
<https://snowplow.io/blog/building-an-event-grammar-understanding-context/>
- Innayah, Nabilla. (2021). Communication Strategies of Bela Beli Kulon Progo Ecconomic and Cultural Policy Through Media Campaigns to Build Regional Branding in the Era of Regent Hasto Wardoyo. Yogyakarta: Universitas Gadjah Mada.
- Karam, Asaad Ali. Saydam, Serdar. (2015). An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants). 70.
- Karam, Asaad Ali. Saydam, Serdar. (2015). An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants). 72.
- Kotler, Philip and Kevin Lane Keller. (2006). Marketing Management, (12th ed). United States: Pearson Prentice Hall
- Mindrut, Sabin. Manolica, Adriana. Roman, Christina Teodora. (2015). Building Brand Identity. 395.
- Rizkika, Cesyia. Sabil, Ananda. (2016). The Role of Event Brand Awareness in Creating Event Brand Image, Event Brand Quality, and Revisit Intention (a Lesson from Ijen Car Free Day).
- Seturi, Maia. (2017). Brand Awareness And Success In The Market. 428
- What Is Marketing Communication (MarCom). (n.d). Retrieved February 19, 2023, from MaRS Website: <https://learn.marsdd.com/article/what-is-marketing-communication-marcom/#:~:text=Marketing%20communication%20includes%20advertising%2C%20direct,trade%20show%20appearances%20and%20more.>
- Your Guide to Event Promotion. (n.d). Retrieved February 19, 2023, from Event Academy Website: <https://eventacademy.com/guide/event-promotion/>