

## DAFTAR RUJUKAN

- Afriliana, Yolandha. 2016. "Strategi Pengembangan City Brand Kota Solo melalui Media Solo Batik Carnival". Skripsi. Yogyakarta: Program Studi Pariwisata, Fakultas Ilmu Budaya, Universitas Gadjah Mada.
- Anholt, S. (2006). The Anholt-GMI City Brands Index: How the world sees the world's cities. *Place Branding*, 2(1), 18–31.
- Anholt, Simon. 2009. *Handbook on Tourism Destination Branding*. Spanyol: World Tourism Organization
- Anholt, S. (2010). Definitions of place branding – Working towards a resolution. *Place Branding and Public Diplomacy* 6, 1-10. Doi:10.1057/pb.2010.3.
- Arnegger, J. & Herz, M. (2016). Economic and destination image impacts of mega-events in emerging tourist destinations. *Journal of Destination Marketing & Management*, 5, 76-85.
- Anttiroiko, A. - V. (2014). *The Political Economy of City Branding*. Oxford and New York: Routledge.
- Asworth, G. & Kavaratzis, M. (2009). Beyond the Logo: Brand Management for Cities. *Journal of Brand Management*, 16(8)520-531. DOI: 10.1057/palgrave.bm.2550133
- Ashworth, G. J. (2009). The Instruments of Place Branding : How is it Done? *European Spatial Research and Policy*, 16(1), 9–22.
- Baker, B. (2012). *Destination Branding for Small Cities: The Essentials for Successful Place Branding*. Second Edition. Portland, OH: Creative Leap Books.
- Bell, F. (2016). Looking beyond place branding: the emergence of place reputation. *Journal of Place Management and Development*, 9 (3) 247-254.

- Boisen, M., Terlouw, K. & van Gorp, B. (2011). The selective nature of place branding and the layering of spatial identities. *Journal of Place Management and Development*, 4(2), 135-147.
- Braun, E. (2008). *City Marketing: Towards an integrated approach*. ERIM PhD Series in Research and Management, 142. Erasmus Research Institute of Management, ERIM, Rotterdam, <http://hdl.handle.net/1765/13694>.
- Chan, C. S. & Marafa, L. (2017). A review of place branding methodologies in the new millennium. *Place Branding and Public Diplomacy*, 9(4), 236 – 253. DOI: 10.1057/pb.2013.17
- Christensen, T., Lægreid, P., Roness, P.G. & Røvik, K.A. (2007). *Organization theory and the public sector: Instrument, culture and myth*. London: Routledge.
- Davis, K. (2014). ‘Different stakeholder groups and their perception of project success’. *International Journal of Project Management*, 32, 189-201.
- De Chernatony, L. (1999). ‘Brand Management through Narrowing the Gap between Brand Identity and Brand Reputation.’ *Journal of Marketing Management* 15 (1–3), 157–79.
- Dwi, Martha dan Anne Ratnasari. 2015. “Analisis City Branding “Jogja Istimewa” dalam Memasarkan Daerah Yogyakarta”.
- E. Belch, George, dan Michael A. Belch. 2003. *Advertising and Promotion an Integrated Marketing Communications Perspective*, New York: Mc Graw Hill
- Eshuis, J. & Edwards, A. (2013). Branding the City: The Democratic Legitimacy of a New Mode of Governance. *Urban Studies*, 50(5), 1066-1082.
- Eshuis, J., Klijn, E. & Braun, E. (2014). Place marketing and citizen participation: Branding as strategy to address the emotional dimension of policy making? *International Review of Administrative Sciences*, 80(1), 151-171.

- Evans, G. (2005). Measure for Measure: Evaluating the evidence of Culture's Contribution to Regeneration. *Urban Studies*, 42(5/6), 959-983
- Fiser, S.Z. & Kozuh, I. (2018). The Impact of Cultural Event on Community Reputation and Pride in Maribor, The European Capital of Culture 2012. *Social Indicators Research*, <https://doi.org/10.1007/s11205-018-1958-4>.
- Florek, M. (2011). No place like home: Perspectives on place attachment and impacts on city management. *Journal of Town & City Management*, 1(4), 346-354.
- Gallarza, M.G., Gil Saura, I. & Calderòn, G. H. (2002). Destination Image: Towards a Conceptual Framework. *Annals of Tourism Research*, 29(1), 56-78.
- Getz, D. & Page, S.J. (2016). Progress and prospects for event tourism research. *Tourism Management*, 52, 593-631.
- Govers, R. (2011). From place marketing to place branding and back. *Place Branding and Public Diplomacy*, 7(4) 227-231.
- Herezniak, M. & Anders-Morawska, J. (2015). City brand strategy evaluation: in search of effectiveness indicators. *Journal of Place Management and Development*, 8(3), 187-205.
- Hornskov, S.B. (2007). On the management of authenticity: Culture in the place branding of Øresund. *Place Branding and Public Diplomacy*, 3(4), 317-331, DOI: 10.1057/palgrave.pb.6000074.
- Kapferer, J. N. (2008). The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term 4th Edition. In *Igarss 2014*.
- Kavaratzis, M. (2004). From City Marketing To City Branding. *Henry Stewart Publications*, vol. 1, issue 1, pp. 58–73.
- Kavaratzis, M. (2004). From city marketing to city branding: Towards a theoretical framework for developing city brands. *Place Branding*. 1(1), 58-73.

- Kavaratzis, Mihalis. (2007). *Branding the city through culture and entertainment*. Urban and Regional Studies Institute, Groningen University, Gennany.
- Kavaratzis, M. and Ashworth, G.J. (2008) Place marketing: How did we get here and where are we going? *Journal of Place Management and Development* 1(2): 150–165.
- Kavaratzis, M. The dishonest relationship between city marketing and culture: Reflections on the theory and the case of Budapest. *Journal of Town and City Management* 2011;1(4):334-345.
- Kavaratzis, Mihalis, & Ashworth, G. J. (2007). Partners in coffeeshops, canals and commerce: Marketing the city of Amsterdam. *Cities*, 24(1), 16–25.
- Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Henry Stewart Publications 1350-231X*, 9(4–5), 249–261.
- Kurniawan, Luthfi . 2015. “Proses City Branding Yogyakarta (Studi Kualitatif pada Merek “Jogja Istimewa”
- Pfefferkorn, Julia Winfield. (2005). *The Branding of Cities: Exploring City Branding and Importance of Brand Image*.
- Prideaux, B. (2000). The role of the transport system in destination development. *Tourism Management*, 21(1), 53–63.
- Prophet. (2006). The eight steps in developing a city or location brand. CEOs for city. Prophet (2006:7)
- Singi, Divia dan M. Baiquni. 2016. “Persepsi Mahasiswa UGM Terkait *Jogja Renaissance* pada *Branding* “Jogja Istimewa” Fakultas Ilmu Geografi, Universitas Gadjah Mada.
- Zhang, L., & Zhao, S. X. (2009). City branding and the Olympic effect: A case study of Beijing. *Cities*, 26(5), 245–254.