

## DAFTAR PUSTAKA

- Afande, F.O., Maina., M.P. (2015). *Effect of promotional mix elements on sales volume of financial institutions in Kenya: case study of Kenya post office savings bank*, Journal of Marketing and Consumer Research, Vol. 11.
- BAPPEBTI. (2019). Peraturan Bappebti No. 5 Tahun 2019. Peraturan Badan Pengawas Perdagangan Berjangka Komoditi Nomor 5 Tahun 2019 Tentang Ketentuan Teknis Penyelenggaraan Pasar Fisik Aset *Crypto* (*Crypto* Asset) di Bursa Berjangka. Indonesia: Bappebti.
- CNBC Indonesia. (2022). Berlaku 1 Mei, Ini Transaksi *Crypto* yang Dipajaki Sri Mulyani. CNBC Indonesia.  
<https://www.cnbcindonesia.com/tech/2022040516585637329046/berlaku1-mei-ini-transaksi-Crypto-yang-dipajaki-sri-mulyani>
- Cooper, D. R., dan Schindler, P. S. (2014). *Business Research Methods*. 12th edition. New York: McGraw-Hill Education.
- Fatma, I. (2021). Wah! Jumlah Investor *Crypto* di Indonesia Melebihi Pasar Modal  
<https://market.bisnis.com/read/20211116/94/1466786/wah-jumlah-investorCrypto-di-indonesia-melebihi-pasar-modal>
- Hawkins, D. I., & Mothersbaugh, D. L. (2016). *Consumer Behaviour: Building Marketing Strategy, 13th Edition*. McGraw-Hill Companies, New York.
- Keller, K. L. 2012. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. 4th global edition. USA: Pearson Education Limited.
- Kotler, P. (2003) *Marketing Management, 11th ed.* 11th edn. New Jersey: Prentice-Hall.
- Kotler, P. and Keller, L. K. (2016) *Marketing Management (15ed)*. 15th edn. New Jersey: Pearson Education.
- Miles, M. B. dan Huberman, A. M. 1992. *Qualitative Data Analysis*. Second Edition. London: Sage Publications.
- Moriarty, S., Mitchell, N., (2011). *Advertising & IMC: Principles and practice (9th Edition)*. United States: Courier Kendallville.
- Nobi Brand. 2022. *Brand Guideline for Marketing Communication*. Jakarta. PT. Enkripsi Teknologi Handal.



UNIVERSITAS  
GADJAH MADA

**Merancang Strategi Komunikasi Pemasaran Terpadu: Kampanya Nabung Crypto di Aplikasi Nobi**  
Fauzandhia Afiary, Slamet Santoso Sarwono, MBA., Ph.D  
Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Patton, M. Q. 2001. *Qualitative Research and Evaluation Methods*. Thousand Oaks, CA: Sage Publications.

Solomon, M. R. 2009. *Consumer Behavior: Buying, Having, and Being*. 8th Edition. New Jersey: Pearson Education.

Sugiyama, Kotaro & Tim Andree. (2011). *The dentsu way: Secret of cross switch marketing from the world's most innovative advertising agency*. McGraw-Hill.

Sugiyono. 2014. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.



UNIVERSITAS  
GADJAH MADA

**Merancang Strategi Komunikasi Pemasaran Terpadu: Kampanya Nabung Crypto di Aplikasi Nobi**  
Fauzandhia Afiary, Slamet Santoso Sarwono, MBA., Ph.D

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>