

## REFERENCES

- Adami, E. (2023) A social semiotic multimodal approach to translation. In K. Marais and R. Meylaerts(eds.) Routledge Handbook of Concepts and Theories of Translation. London: Routledge. 369-388
- Adlini, M. N., Dinda, A. H., Yulinda, S., Chotimah, O., & Merliyana, S. J. (2022). Metode Penelitian Kualitatif Studi Pustaka. *Edumaspul: Jurnal Pendidikan*, 6(1), 974–980. <https://doi.org/10.33487/edumaspul.v6i1.3394>
- Ahmed Sultan Hussein, A., & Abdul-Razzaq Fattah, S. (2020). a Multimodal Discourse Analysis of Visual Images in Unchr Reports on Displaced Iraqis Pjaee, 17 (07) (2020) a Multimodal Discourse Analysis of Visual Images in Unchr Reports on Displaced Iraqis. *UNHCR Reports on Displaced Iraqis-Palarch's Journal of Archaeology Of Egypt/Egyptology*, 17(07), 15761–15783. [www.unhcr.org](http://www.unhcr.org)
- Annisa, Rifa and Auliya, Anisatul (2020) "The Role Of Social Media In The Marketing Strategy In The Hotel Indonesia Group," *Journal of Indonesian Tourism and Policy Studies*: Vol. 5: Iss. 1, Article 4. DOI: 10.7454/jitps.v5i1.1072
- Ayuni, A. Q., & Darmayanti, N. (2022). Analisis Multimodal Wacana Kritis Iklan Layanan Masyarakat Bertema Vaksinasi COVID-19 oleh Kementerian Komunikasi dan Informatika Indonesia. *Deiksis*, 14(3), 262. <https://doi.org/10.30998/deiksis.v14i3.11923>
- Aziz, A. (2023). Challenges to the Development of Creative Economy SMEs in Banyumas Regency due to Social Distancing Policies During the COVID-19 Pandemic. *KnE Social Sciences*. Pages 80–95. <https://doi.org/10.18502/kss.v8i3.12818>
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2016). Online branding: Development of hotel branding through interactivity theory. *Tourism Management*, 57, 180-192.
- Bazeley, P. (2022). Designing for Multimodal Data and Mixed Methods within a Qualitative Framework. *The SAGE Handbook of Qualitative Research Design*, 604–617. <https://doi.org/10.4135/9781529770278.n37>
- Berger, A.A. (2019). What Is a Brand? A Semiotic Analysis. In: Brands and Cultural Analysis. Palgrave Pivot, Cham. [https://doi.org/10.1007/978-3-030-24709-6\\_2](https://doi.org/10.1007/978-3-030-24709-6_2)
- Bezemer, J., Jewitt, C., Diamantopoulou, S., Kress, G., & Mavers, D. (2012). Using a social semiotic approach to multimodality: researching learning in schools, museums and hospitals. [https://eprints.ncrm.ac.uk/2258/4/NCRM\\_working\\_paper\\_0112.pdf](https://eprints.ncrm.ac.uk/2258/4/NCRM_working_paper_0112.pdf)
- Castaldi, J. (2021). Cognition and Ideological Effects in the Interaction Between Viewers and Bbc Travel and Cultural Documentaries: Combining Multimodal Critical Discourse and Audience Research. Canterbury Christ Church University (United Kingdom). <https://pressbooks.pub/openenglishatslcc/chapter/multi-modal-communication-writing-in-five-modes/>
- Creative Economy Outlook: 2022. United Nations Conference on Trade and Development. 2022. [https://unctad.org/system/files/official-document/ditctsce2022d1\\_overview\\_en.pdf](https://unctad.org/system/files/official-document/ditctsce2022d1_overview_en.pdf)
- Hu, C., & Luo, M. (2016). A Multimodal Discourse Analysis of Tmall's Double Eleven Advertisement. *English Language Teaching*, 9(8), 156. <https://doi.org/10.5539/elt.v9n8p156>
- Danielsson, K., Selander, S. (2021). Semiotic Modes and Representations of Knowledge. In: Multimodal Texts in Disciplinary Education. Springer, Cham. [https://doi.org.ezproxy.ugm.ac.id/10.1007/978-3-030-63960-0\\_3](https://doi.org.ezproxy.ugm.ac.id/10.1007/978-3-030-63960-0_3)
- Devi Pratiwy and Sri Wulan, (2018), "Multimodal Discourse Analysis in Dettol Tv Advertisement" in The 1st Annual
- Dewi, Utami. 2017. Multimodal Analysis On Advertisement of Bodrex Extra in Electronic Media. *Jurnal VISION*: Vol. XI, No.11. ISSN: 2086 – 4213

- International Conference on Language and Literature, KnE Social Sciences, pages 207–217. DOI 10.18502/kss.v3i4.1932
- Firmansyah, M. B., & S. (2023, August 23). Model Pembelajaran Multimodal Bermuatan Ekonomi Kreatif (Panduan Praktis Pembelajaran Multimodal di Perguruan Tinggi). <https://doi.org/10.31219/osf.io/pftr7>
- Friandi, S., Handayani, I., & Ratih, F. (2021). Instagram Social Media As A Means Of Supporting Information And Promotion At PT. AIK Cheong Indonesia. *International Journal of Cyber and IT Service Management (IJCITSM)*, 1(2), 151-158. Retrieved from <https://iiast-journal.org/ijcitsm/index.php/IJCITSM/article/view/41>
- Gunther Kress. *Multimodality: A Social Semiotic Approach to Contemporary Communication*: Gunther Kress, Routledge, London, 2010, 212 pp., 45 b/w illustrations + 15 colour plates, ISBN 13: 978-0-415-32061-0 (pbk).
- Halliday, M.A.K. (1985). *An Introduction to Functional Grammar*. London: Edward Arnold.
- Holting, Alexandra and Van Leeuwen, Theo. 2016. "Mode." In *Key Terms in Multimodality: Definitions, Issues, Discussions*, edited by Nina Nørgaard. <https://multimodalkeyterms.wordpress.com/>
- Iskandar, M. S., & Sholihat, K. Y. (2018, August). Role of web design for image brand toward business. In *IOP Conference Series: Materials Science and Engineering* (Vol. 407, No. 1, p. 012050). IOP Publishing.
- Jatmiko, Handayani, Udin, Suryandani, Kusumawati. (2022) Key-Factor Strategy of Creative Industry in Distribution Channel: A SWOT Analysis Method. 17, 1895-1904. <https://doi.org/10.18280/ijstdp.170624>
- Kim H, Sefcik JS, Bradway C. (2017) Characteristics of qualitative descriptive studies: A systematic review. *Research in Nursing & Health* 40: 23–42.
- Kress, G., & van Leeuwen, T. (1996). *Reading Images: The Grammar of Visual Design*. London: Routledge.
- Kress, G., & van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design*. London: Routledge.
- Lestari, S. D., & Mun'im, A. (2023). *Mengukur Kinerja Ekonomi Kreatif Indonesia*. *Kajian*, 27(2), 209-222. <https://dprexternal3.dpr.go.id/index.php/kajian/article/view/4083>
- Liani, T. A., & Wienanda, W. K. (2019). Analisis Semiotik Terhadap Iklan Youtube Mie Sedaap Korean Spicy Chicken. *Jurnal Gama Societa*, 3(2), 79. <https://doi.org/10.22146/jgs.63921>
- Limbi, S., & Stoian, C. E. (2015). Buletinul Științific al Universității Politehnica Timișoara Analysing Images: A Social Semiotic Perspective. *Transactions on Modern Languages*, 14(1), 23–30.
- Savitri, Maulydia & Rosa, Rusdi Noor. (2019). A Study of Multimodal Analysis in Smartphone Advertisement. *English Language and Literature*. 8. 10.24036/ell.v8i3.105767.
- Martini, E., Wibowo, L. A., Rahayu, A., & Hurriyati, R. (2022). WEBSITE AS AN COMMUNICATION TOOL AND BRANDING STRATEGY IN TELECOMMUNICATION COMPANIES:-. *Jurnal Manajemen dan Kewirausahaan*, 24(1), 81-90.
- Moro, L., Mortimer, E. F., & Tiberghien, A. (2020). The use of social semiotic multimodality and joint action theory to describe teaching practices: Two cases studies with experienced teachers. *Classroom Discourse*, 11(3), 229-251.
- Nugroho, M. (2019). Seminar Nasional IENACO – 2019, p. 430. *Industri Kreatif Berbasis Budaya Peluang Dan Tantangan Di Era Industry 4.0*. ISSN : 2337 - 4349
- Nurhadi, M., Suryani, T., & Fauzi, A. A. (2023). The Power of Website and Social Media for Strengthening Brand Image, E-WoM, and Purchase Decision. *Journal of Economics, Business, and Accountancy Ventura*, 25(3), 273-287.



- Oleksiak, I. (2012). Review of Multimodality: A Social-Semiotic Approach to Contemporary Communication, by G. Kress. *Rhetoric Society Quarterly*, 42(3), 297–299. <http://www.jstor.org/stable/41722437>
- Oliffe, J. L., Kelly, M. T., Gonzalez Montaner, G., & Yu Ko, W. F. (2021). Zoom Interviews: Benefits and Concessions. *International Journal of Qualitative Methods*, 20. <https://doi-org.ezproxy.ugm.ac.id/10.1177/16094069211053522>
- Oluwayemisi Adebola Abisuga Oyekunle & Mziwoxolo Sirayi. (2018). *The role of creative industries as a driver for a sustainable economy: a case of South Africa*. *Creative Industries Journal*, 11:3, 225-244, DOI: 10.1080/17510694.2018.148085.
- Pemerintah Indonesia. Undang-Undang (UU) Nomor 24 Tahun 2019 tentang Rencana Strategis Kementerian Pariwisata dan Ekonomi Kreatif. Peraturan Menteri Pariwisata dan Ekonomi Kreatif. Jakarta.
- Indonesia. Peraturan Perundang-undangan. (2014). Undang-undang (UU) Nomor 3 Tahun 2014 tentang Perindustrian. <https://peraturan.bpk.go.id/Details/38572/uu-no-3-tahun-2014>
- Ping, K. (2018). A visual grammar analysis of Lesaffre’s website. *Advances in Language and Literary Studies*, 9(6), 38-41.
- Pujiono, M. (2018, July). Multimodal Analysis of Kizuna, Oya Kara Ko E Dansu Advertisement. In *International Conference on Language Phenomena in Multimodal Communication (KLUA 2018)* (pp. 89-95). Atlantis Press.
- Qasim, Sawzan. (2022). *A Multimodality in Discourse Analysis*. A Multimodality in Discourse Analysis. 61, 19892-199. Available from: [https://www.researchgate.net/publication/371134046\\_A\\_Multimodality\\_in\\_Discourse\\_Analysis](https://www.researchgate.net/publication/371134046_A_Multimodality_in_Discourse_Analysis).
- Qurrota Ayuni, Amalia & Darmayanti, Nani. (2022). Analisis Multimodal Wacana Kritis Iklan Layanan Masyarakat Bertema Vaksinasi COVID-19 oleh Kementerian Komunikasi dan Informatika Indonesia. *Deiksis*. 14. 262. 10.30998/deiksis.v14i3.11923.
- Rencana Strategis Kementerian Pariwisata dan Ekonomi Kreatif/ Badan Pariwisata dan Ekonomi Kreatif: 2020-2024. [chrome-extension://efaidnbmnnnnibpcajpcglclefindmkaj/https://api2.kemenparekraf.go.id/storage/app/resources/RENSTRA\\_opt\\_b6d790a042.pdf](chrome-extension://efaidnbmnnnnibpcajpcglclefindmkaj/https://api2.kemenparekraf.go.id/storage/app/resources/RENSTRA_opt_b6d790a042.pdf)
- Rosmadi. (2018). Analisis Faktor Penunjang Pengembangan Usaha Industri Susu Karamel Cisdari Kabupaten Bandung. *Jurnal Manajemen Dewantara* Vol 2 No 2 (2018): 77 – 86. <https://media.neliti.com/media/publications/300919-analisis-faktor-penunjang-pengembangan-u-83eaa31f.pdf>
- Savitri, M. T., & Rosa, R. N. (2019). A Study of Multimodal Analysis in Smartphone Advertisement. *English Language and Literature*, 8(3). <https://doi.org/10.24036/ELL.V8I3.105767>
- Sichen, X. (2023). Explaining Science to The Non-Specialist Online Audience: A Multimodal Genre Analysis of TED Talk Videos. *English for Specific Purposes*. Volume 70, April 2023, Pages 70-85.
- So, I. G., & Simamora, B. H. (2015, September). The influence of website quality, brand awareness and perceived product quality on purchase intention of video games online store. In *2015 International Conference on Technology, Informatics, Management, Engineering & Environment (TIME-E)* (pp. 31-33). IEEE.
- Suryadharma, M., Asthiti, A. N. Q., Putro, A. N. S., Rukmana, A. Y., & Mesra, R. (2023). Strategi Kolaboratif dalam Mendorong Inovasi Bisnis di Industri Kreatif: Kajian Kualitatif pada Perusahaan Desain Grafis. *Sanskara Manajemen Dan Bisnis*, 1(03), 172–181. <https://doi.org/10.58812/smb.v1i03.221>



- Sugiyanto, E. K., & Widjajanti, K. (2017). Strategic for Creative Industry: Internal & External Environmental Reviews. *Jurnal Dinamika Sosial Ekonomi*, 6(1), 45-57.
- Theo, C., & Jewitt, V. L. (2004). *The Handbook of Visual Analysis Visual Meaning: a Social Semiotic Approach Visual Meaning: a Social Semiotic Approach Describing semiotic resources*. 134–155. <https://doi.org/10.4135/9780857020062>
- Tinghua Zhu. (2023). A Multimodal Discourse Analysis from the Perspective of Visual Grammar. *Journalism and Communications*, 11(03), 416–423. <https://doi.org/10.12677/jc.2023.113064>
- Turbanti, G. (2022). The Semiotic Approach. In: *Philosophy of Communication*. Palgrave Philosophy Today. Palgrave Macmillan, Cham. DOI: ...\_
- Tzokas, N., & Saren, M. (2004). Competitive advantage, knowledge and relationship marketing: Where, what and how? *Journal of Business & Industrial Marketing*, 19(2), 124–135. <http://dx.doi.org/10.1108/08858620410524007>
- Ulati, Ni. (2021). Multimodal Critical Discourse Analysis on advertisement of Colgate. *International Journal of Systemic Functional Linguistics*. 4. 10-13. [10.55637/ijlsfl.4.1.4092.10-13](https://doi.org/10.55637/ijlsfl.4.1.4092.10-13).
- Vigliocco, G., Perniss, P., & Vinson, D. (2014). Language as a multimodal phenomenon: implications for language learning, processing and evolution. *Philosophical Transactions of the Royal Society B: Biological Sciences*, 369(1651), 20130292.
- Wanselin, H., Danielsson, K. & Wikman, S. Analysing Multimodal Texts in Science—a Social Semiotic Perspective. *Res Sci Educ* 52, 891–907 (2022). <https://doi.org/10.1007/s11165-021-10027-5>
- Widodo, W. (2019). Analisis Faktor-Faktor Yang Mempengaruhi Pertumbuhan Ekonomi Kreatif Indonesia. Unpublished M. E. Universitas Brawijaya
- Yang, X. (2012). Review of Multimodality: A Social Semiotic Approach to Contemporary Communication, by G. Kress. *Discourse Studies*, 14(4), 518–520. <http://www.jstor.org/stable/43496305>