

Daftar Pustaka

- Aaker, D. A., & Keller, K. L. (1990). Consumer evaluations of brand extensions. *Journal of Marketing*, 54(1), 27–41. <https://doi.org/10.1177/002224299005400102>
- Aji, G., Safitri, N., Wijaya, N. R., Basilla, W. D., & Nadia, N. (2023). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Minat Beli Ulang (Studi Kasus Pada Coffee Shop di Pekalongan). *Jurnal Riset Ekonomi dan Akuntansi*, 1(2), 131-140. <https://doi.org/10.54066/jrea-itb.v1i2.276>.
- Aliviani, F., Wahyuono, J. (2024). Analisis Strategi Branding Bloomery Patisserie di Media Sosial Instagram (Studi Kasus Pada Unggahan Akun Instagram @bloomerypatisserie Tahun 2024) [Skripsi, Universitas Gadjah Mada]. <https://etd.repository.ugm.ac.id/penelitian/detail/246435>.
- Andreini, D., et al. (2016). Industrial Ingredient Co-branding: A Brand Relationship Approach. *International Journal of Business and Management*, 11(7), 23—41. <https://www.ccsenet.org/journal/index.php/ijbm/article/view/58389>.
- Badan Perencanaan Pembangunan, Riset, dan Inovasi Daerah Daerah Istimewa Yogyakarta. (2025). Jumlah siswa/mahasiswa (grafik series data DIY tahun 2021 – 2025) [Basis data]. https://bapperida.jogjaprovo.go.id/dataku/data_dasar/chart/3597.
- Badan Pusat Statistik. (2025). [Seri 2010] PDB Menurut Lapangan Usaha Seri 2010 (Milyar Rupiah), 2025. Diambil kembali dari Badan Pusat Statistik: <https://www.bps.go.id/id/statistics-table/2/NjUjMg==/-seri-2010-pdb-seri-2010.html>.
- Blackett, T., & Nick, R. (1999). *Co-branding: The science of alliance*. Palgrave Macmillan.
- Booms, B. H., & Bitner, M. J. (1981). Marketing strategies and organizational structures for service firms. In J. H. Donnelly & W. R. George (Eds.), *Marketing of services* (pp. 47–51). American Marketing Association.
- Chiambaretto, P., & Gurău, C. (2017). David by Goliath: What is co-branding and what is in it for SMEs. *International Journal of Entrepreneurship and Small Business*, 31(1), 103–122. https://www.researchgate.net/publication/316466627_David_by_Goliath_what_is_co-branding_and_what_is_in_it_for_SMEs.
- Cooke, S., & Ryan, P. (2000). Brand alliances: From reputation endorsement to collaboration on core competencies. *Irish Marketing Review*, 13(2), 36–41.
- Creswell, J. W. (1994). *Research Design: Qualitative and Quantitative Approaches*. SAGE Publications.
- Dickinson, S. J., Heath, T. (2008). Cooperative Brand Alliances: How to Generate Positive Evaluations. *Australasian Marketing Journal*, 16(2), 22-38.
- Dumouchel, L. (2025). *The Promotion mix*. Dalam *The Marketing Map: Navigating the principles of marketing for tourism, hospitality, and services!* (bab. VIII :

- Communicating the journey: Promotion and Integrated Marketing Communication (IMC)). Thompson Rivers University Open Press. Diakses pada 11 November 2025,
dari <https://marketingmap.pressbooks.tru.ca/chapter/the-promotion-mix/>.
- Elliott, P., Kingwell, R., Carter, C. (2024). *The growing consumption of bread and baked goods in Indonesia*. Diambil kembali dari Australian Export Grains Innovation Centre: <https://www.aegic.org.au/wp-content/uploads/2024/11/AEGIC-Bread-and-baked-goods-in-Indonesia.pdf>.
- Erevelles, S., Stevenson, T. H., Srinivasan, S., & Fukawa, N. (2008). An Analysis of B2B Ingredient Co-branding Relationships. *Industrial Marketing Management*, 37(8), 940-952.
<http://dx.doi.org/10.1016/j.indmarman.2007.07.002>
- Estaswara, H., & Said, M. (2024). Literature Review: Definition of Integrated Marketing Communication (IMC) in Indonesian Journals (2019-2022). *International Journal of Multidisciplinary Research and Analysis*, 7(10), 4846-4857.
- Febrianto, A., Siroj, R. A., Hartatiana. (2024). Studi Literatur: Landasan Dalam Memilih Metode Penelitian Yang Tepat. *Journal Educational Research and Development*, 1(2), 259-263. <https://jurnal.globalscients.com/index.php/jerd>.
- Fiantika, F. R. (2022). Konsep Dasar Penelitian Kualitatif. In Novita, Y., Yanto, A., Saputra, H. M. (Eds.), *Metodologi Penelitian Kualitatif* (pp. 1-17). PT Global Eksekutif Teknologi.
- Giles, E. (2020, August 6). *Co-branding vs. co-marketing: How to use both (+ examples)*. Bluleadz. <https://www.bluleadz.com/blog/co-branding-co-marketing-examples-how-to-use-both>
- Grossman, R. P., & Priluck, R. (1997). Co-branding in advertising: Developing effective associations. *Journal of Product & Brand Management*, 6(3), 191–201. <https://doi.org/10.1108/10610429710175620>
- Guba, E. G., & Lincoln, Y. S. (1989). *What is this constructivist paradigm anyway?* In *Fourth generation evaluation* (pp. 79-90). Sage Publications.
- Harsana, M., Triwidayati, M. (2021). Potensi Makanan Tradisional Sebagai Daya Tarik Wisata Kuliner di D.I. Yogyakarta. Prosiding Pendidikan Teknik Boga Busana, 15(1). <https://journal.uny.ac.id/index.php/ptbb/article/view/36472>.
- HoYeol, Y. (2020). *Ingredient and symbolic co-branding strategies in the sports industry* [Master's thesis]. University of Houston.
- Irawan, D., Tjahyana, L., Yogatama, A. (2024). Efektivitas pesan kampanye kolaborasi San Gyu dengan Paddy pada follower Instagram San Gyu [Skripsi, Universitas Kristen Petra].
<https://dewey.petra.ac.id/catalog/digital/view/60695>.
- Keller, Kevin L. (2008). *Strategic Brand Management Third Edition*. Pearson Education International.
- Kotler, P., Bowen, J. T., & Baloglu, S. (2021). *Marketing for Hospitality and Tourism, 8th edition*. Pearson Education.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15/E. Global Edition*. New York: Pearson Education.
- Kumar, P. (2005). The impact of cobranding on consumer evaluation of brand counterextensions. *Journal of Marketing*, 69(3), 1–18. <https://doi.org/10.1509/jmkg.69.3.1.66357>
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2019). *MKTG: Principles of marketing*. Cengage Learning.
- Leuthesser, L., Kohli, C., & Suri, R. (2003). 2 + 2 = 5? A framework for using co-branding to leverage a brand. *Journal of Brand Management*, 11(1), 35–47. <https://doi.org/10.1057/palgrave.bm.2540154>
- Lin, Y. (2025). Brand co-branding marketing strategy analysis: Taking Luckin and Moutai co-branding as an example. *Advances in Economics, Management, and Political Science*, 165(1), 57-61. <https://doi.org/10.54254/2754-1169/2025.21134>.
- Londre, L. S. (2007). *Sembilan P dalam Pemasaran* [Halaman web]. Diakses pada 11 November 2025, dari <https://www.nineps.com>.
- McCarthy, E. J. (1960). *Basic Marketing, a Managerial Approach*. Homewood, Illinois: Richard D. Irwin, Inc.
- Moleong, L. J. (2013). *Metode Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Moriarty, S., et al. (2019). *Advertising & IMC Principles & Practice 11th Edition*. Pearson.
- Nguyen, T. T. L. (2019). Selection of research paradigms in English language teaching: Personal reflections and future directions. Dalam *The Second Annual International Conference on Language and Literature, KnE Social Sciences*, 1-19. <https://doi.org/10.18502/kss.v19.4826>.
- Onyeke, K. J., Anukwe, G. I., & Iloka, C. B. (2024). The Concept of Experiential Marketing: A Comprehensive Review. *Global Research Journal of Business Management*, 4(1), 1-11. https://www.researchgate.net/publication/382824979_The_Concept_of_Experiential_Marketing_A_Comprehensive_Review.
- Park, C. W., Jun, S. Y., Shocker, A. D. (1996). Composite Branding Alliances: An Investigation of Extension and Feedback Effects. *Journal of Marketing Research*. 33(4), 453-466. <https://doi.org/10.1177/002224379603300407>
- Pitta, D. A., & Katsanis, L. P. (1995). Understanding brand equity for successful Brand extension. *Journal of Consumer Marketing*, 12(4), 51–64. <https://doi.org/10.1108/07363769510095306>.
- Putri, K. U. (2025, May 1). *Data industri makanan & minuman Indonesia: panduan lengkap*. Diambil kembali dari Techniasia: <https://id.techniasia.com/data-industri-makanan-minuman-indonesia-panduan-lengkap>.
- Putri, Y., Widiarti, P. (2025). Strategi Komunikasi Pemasaran Produk Lokate PT Nutrifood Melalui *Brand Activation* dalam Meningkatkan Brand Awareness pada Mahasiswa di Yogyakarta. *Lektur: Jurnal Ilmu Komunikasi*, 8(1), 79-86. <https://journal.student.uny.ac.id/ilkom/article/view/23729/19475>.

- Rehman, S. U., Gulzar, R., & Aslam, W. (2022). Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. *SAGE Open*, 12(2), 1-23.
- Simonin, B. L., & Ruth, J. A. (1998). Is a company known by the company it keeps? Assessing the spillover effects of brand alliances on consumer brand attitudes. *Journal of Marketing Research*, 35(1), 30-42. <https://doi.org/10.1177/002224379803500104>
- Sita, et al. (2025). Traditional Culinary of Yogyakarta as a Pillar of Tourism Sustainability: a Study at Gadri Resto Yogyakarta. *Gastronomy*, 4(1), 22-32. <https://jurnal.ampta.ac.id/index.php/Gastronomy/article/view/833/533>.
- Supianto, M. (2023). Analisis Strategi Komunikasi Pemasaran Melalui Media Online Instagram Bloomery Patisserie Yogyakarta di Tahun 2022 [Skripsi, Universitas Islam Indonesia]. <https://dspace.uui.ac.id/handle/123456789/48266>.
- Tiffany, Pradina, Y. D. (2021). Analysis of Brand Activation and Digital Media on the Existence of Local Product based on Korean Fashion (Case Study on Online Clothing byeol.thebrand). *American Journal of Humanities and Social Sciences Research (AJHSSR)*, 5(7), 115-125. <https://www.ajhssr.com/wp-content/uploads/2021/07/O2157115125.pdf>
- Tito, A. C. P., Stefani, S. (2023). Pengaruh Strategi Brand Collaboration Terhadap Purchasing Decision Pada Industri Minuman Kekinian. *Jurnal Wira Ekonomi Mikroskil (JWEM)*, 12(1), 55-64. <https://doi.org/10.55601/jwem.v13i1.952>.
- Ugwu, C. I., et al. (2021). Research paradigms and methodological choices in the research process. *Journal of Applied Information Science and Technology*, 14(2), 116-124. <https://www.jaistonline.org/14vol2/12.pd>
- Wani, A. S., et al. (2024). Penggunaan Teknik Observasi Fisik dan Observasi Intelektual Untuk Memahami Karakteristik Siswa di Sekolah Menengah Pertama. *Jurnal Pendidikan Tambusai*, 8(1), 3737-3743. <https://doi.org/10.31004/jptam.v8i1.12974>.
- Washburn, J. H., Till, B. D., & Priluck, R. (2000). Co-branding: Brand equity and trial effects. *Journal of Consumer Marketing*, 17(7), 591-604. <https://doi.org/10.1108/07363760010357796>.
- Wibowo, E., Nuswandi, I., Maidarti, T. (2023). Konsep Strategi Co-Branding Dlam Meningkatkan Minat Beli Pada Produk Bundling. *KREATIF Jurnal Ilmiah Prodi Manajemen Universitas Pamulang*, 11(2), 136-142. <http://openjournal.unpam.ac.id/index.php/kreatif>
- Yin, R. K. (2014). *Case study research and design and methods* (5th ed.). SAGE Publications.
- Zhang, Q., Chen, J., & Lin, J. (2022). Market targeting with social influences and risk aversion in a co-branding alliance. *European Journal of Operational Research*, 297(1), 301-318. <https://doi.org/10.1016/j.ejor.2021.05.022>
- Zuriah, N. (2009). *Metodologi Penelitian Sosial & Pendidikan: Teori-aplikasi*. PT Bumi Aksara.