

## DAFTAR PUSTAKA

- Badan Ekonomi Kreatif (2017).  
<https://www.berkaf.go.id/downloadpdf../170417-survey-khusus-ekonomi-kreatif.pdf/>, diakses pada 20 Oktober 2017
- Cooper, D.R., dan Schindler, P.S. (2014). *Business Research Methods*, 12<sup>th</sup> Edition. McGraw Hill, New York.
- Cravens, D.W., dan Piercy, N.F. (2013). *Strategic Marketing*, 10<sup>th</sup> Edition. McGraw Hill Higher Education, New York.
- Dhewanto, W., dan Anggadwita, G. (2012) Rencana Pengembangan Teknologi Infomasi Nasional 2015-2019, PT. Republik Solusi
- Eye Creative Indonesia (2017). <https://www.eyecreative.co.id/design-and-video-production/>, diakses pada 20 Oktober 2017
- Kotler, P., dan Keller, K.L. (2016) *Marketing Management*, 15<sup>th</sup> Edition, Prentice Hall, New jersy.
- Kotler, P., dan Armstrong, G. (2012). *International Marketing*. John Wiley & Sons Pte. Ltd, Singapore.
- Kumar, R. (2011). *Research Methodology, a Step by Step Guide for Beginners*, 3<sup>rd</sup> Edition. Sage Publications Ltd, California.



Sugiyono. (2012). *Metoda Penelitian Kuantitatif Kualitatif dan R&D*, Alfabeta,  
Bandung

Thompson, A.A., Peteraf, M., Gamble, J., dan Strickland, A.J. (2015). *Crafting  
and Executing : Strategy The Quest for Competitive Advantage,  
Concept & Cases*, 20<sup>th</sup> Edition, McGraw Hill, New York.