

REFERENCES

- Aaker, D. A. (2013). *Manajemen Pemasaran Strategis* (p. 205). Jakarta: Salemba Empat.
- Bhasin, H. (2019, December 17). What is Brand Communication?. *Marketing91*. Accessed from <https://www.marketing91.com/brand-communication/>
- BHMAECC-II. *English Communication: Unit 1: Communication-Introduction, Meaning & Definition*. Accessed from Uttarakhand Open University, Library Websites <http://www.uou.ac.in/sites/default/files/slm/BHMAECC-II.pdf>.
- Brand Awareness. (2014). In Trackmaven Marketing Dictionary. Accessed on May 6 2020, from <https://trackmaven.com/marketing-dictionary/brand-awareness/>
- Cakranegara, P. A., & Susilowati, E. ANALISIS STRATEGI IMPLEMENTASI MEDIA SOSIAL (STUDI KASUS UKM “XYZ”). Accessed from President University, Digital Library <http://e-journal.president.ac.id/presunivojs/index.php/FIRM-JOURNAL/article/viewFile/337/193>.
- Calder, B. J., & Tybout, A. M. (1987). What Consumer Research is. *Journal of Consumer Research*, 14(1), 136-140. DOI: 10.1086/209101.
- Chrysochou, P. (2017). Consumer Behavior Research Methods. DOI: 10.1007/978-3-319-50530-5_22
- Creative Agency. (2015). What We Mean by Brand Communication. Accessed on June 14 2020 from <https://hatchedlondon.com/what-we-mean-by-brand-communication/>
- Digital Marketing Tools (2016). *Content Strategy: A Development Guide*. Accessed from <https://neilpatel.com/blog/content-strategy-a-development-guide/>
- Digital Marketing Tools (2020). Content Mapping. Accessed from <https://offers.hubspot.com/thank-you/content-mapping-template?submissionGuid=115681b8-1c32-4376-a86e-1cb88e3b8092>.
- Durianto, D., Sugiarto., & Sitinjak, T. (2001). Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek (pp. 57-61). Jakarta: PT Gramedia Pustaka.
- Durianto, D., Sugiarto., & Sitinjak, T. (2004). Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek (p. 54). Jakarta: PT Gramedia Pustaka.
- Gallo, A. (2017). A Refresher on A/B Testing. Accessed from Harvard University, Harvard Business Review websites <https://hbr.org/2017/06/a-refresher-on-ab-testing>
- Gates, B. (1996, March 1). Content is King. Writing on <http://web.archive.org/web/20010126005200/http://www.microsoft.com/billgates/columns/1996essay/essay960103.asp>
- Gunawardane, N. R. (2015). Impact of Brand Equity Towards Purchasing Desition : A Situation on Mobile Telecommunication Services of Sri Lanka. *Journal of Marketing Management*. 3. 110-117. DOI: 10.15640/jmm.v3n1a10.



Jordan, C. (2020, June 1). How to Create a Visual Style Guide for Your Brand. Writing on Canva's blogs <https://www.canva.com/learn/your-brand-needs-a-visual-style-guide/>

Kietzmann, J. H. (2011). Social Media? Get Serious! Understanding the Functional Building Block of Social Media. *Business Horizon*, 241-251. DOI: 10.1016/j.bushor.2011.01.005

Kingsnorth, S. (2016). *Digital Marketing Strategy: An Integrated Approach to Online Marketing (E-book V.1)*. Philadelphia, PA: Kogan Page Limited. Accessed from <https://www.nima.today/wp-content/uploads/2018/11/Digital-Marketing-Strategy-Simon-Kingsnorth.pdf>

Kuswari, E. (2020). *The Branding Journal: The Main Elements of Brand Communication Strategy*. Accessed from <https://www.tdc-indonesia.com/blog/read/the-main-elements-of-brand-communication-strategy>

Malhotra, N. K., Birks, D. F., & Wills, P. (2012). *Marketing research: An applied approach (5th ed.)*. Harlow: Pearson Education Limited. Accessed from <http://www.research-excellence.com/ebooks/Marketing%20Research%20-%20An%20Applied%20Approach.pdf>

Marushevskaya, A. *Building Communication Strategy: The Ultimate Guide*. Product Tribe. Accessed from <https://producttribe.com/marketing-amp-partnerships/communication-strategy-guide>

Moore, G.A. (2001). *Crossing The Chasm (E-book V1)*. New York: HarperCollins. Accessed from <http://soloway.pbworks.com/w/file/46715502/Crossing-The-Chasm.pdf>

Rangkuti, F. (2009). *The Power of Brand (p. 39)*. Jakarta: PT Gramedia Pustaka Utama.

Reber R., Schwarz N., Winkielman P. (2004). Processing fluency and aesthetic pleasure: is beauty in the perceiver's processing experience? *Pers. Soc. Psychol. Rev.* 8 364–382. DOI: 10.1207/s15327957pspr0804_3

Sadat, A. M. (2009). *Brand Belief (p. 113)*. Jakarta: Salemba Empat.

Shim, T. A. (2003). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications (p. 11)*. Ohio: Thomson South-western.

Soehadi, A. W. (2005). *Effective Branding (p. 10)*. Bandung: PT Mizan Pustaka.

Van Haaften, R. *Corporate Branding. Rovaha Marketing, Strategy, & Management*. Accessed from <https://www.van-haaften.nl/branding/corporate-branding/109-literature-research-reflection-branding>

Veal, R. A. (2019, March 1). How to Define a User Persona. Writing on <https://careerfoundry.com/en/blog/ux-design/how-to-define-a-user-persona/>

Weiner, M., Hornbacher, S., & Jacquemetton, A. (Producers), & Abraham, P. (Director). (2007). *Mad Men* [Motion Picture]. United States: AMC Original Productions.