

WORKS CITED

- Alma. Buchari. *Management Pemasaran dan Pemasaran Jasa*. Bandung: CV. Alfabeta. 2011.
Web Accessed 16 August 2020.
- Armstrong Gary and Phillip Kotler. *Dasar-dasar Pemasaran*. Jakarta: Intermedia. 1996. Web
Accessed 20 August 2020.
- Armstrong Gary and Phillip Kotler. *Principles of Marketing*, 14th Edition, New Jersey: Prentice
Hall Published. 2012. Web Accessed 20 August 2020.
- Armstrong Gary and Phillip Kotler. *Principles of Marketing*, 15th Edition. Boston: Pearson. 2014.
Web Accessed 23 August 2020.
- Armstrong Gary and Phillip Kotler. *Marketing an Introducing Prentice Hall*, 12nd Edition.
England: Pearson Education. Inc. 2015. Web Accessed 23 August 2020.
- Bhandari, Pritha. *An Introduction to Qualitatif Research*.
<https://www.scribbr.com/methodology/qualitative-research/>. 30 July 2020. Web Accessed
14 June 2021
- Kasmir. *Bank dan Lembaga Keuangan Lainnya*. Jakarta: PT. Raya garfindo Persada. 2004. Web
Accessed 26 August 2020.
- Kotler, Philip. *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Kontrol*.
Jakarta : PT. Prehallindo. 2001. Web Accessed 27 August 2020
- Kotler, Philip. *Manajemen Pemasaran* 11st Edition Jilid II. Jakarta: Indeks. 2005. Web Accessed
27 August 2020.
- Kotler, Philip and Kevin Lane Keller. *Manajemen Pemasaran*. 13rd Edition jilid 1. Jakarta:
Erlangga. 2012. Web Accessed 27 August 2020.



UNIVERSITAS
GADJAH MADA

THE PROMOTION STRATEGY OF THE SALES MARKETING DIVISION OF SERAMPAI KITCHEN IN HABITAT PROPERTY

ABHISTA NATHAN P, Cisy Dewantara Nugraha, S.S., M.A.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Kotler, Philip and Kevin Lane Keller. *Manajemen Pemasaran*. Jakarta: PT. Indeks.2016. Web Accessed 27 August 2020.

Sulastiyono, Agus. *Manajemen Penyelenggara Hotel-Seri Manajemen Usaha Jasa Sarana Pariwisata dan Akomodasi*. Bandung: CV. Alfabeta. 2001.

Setiawan, Moch Fatoni. "Tinjauan Hospitality Design Pada Public Open Space di Kota Semarang". *Teknik sipil dan Perencanaan's Jurnal*, 1.17 (2015): page 27-28.

Sihite, Richard. *Sales & Marketing (Usaha Pemasaran Hotel)*. Surabaya: SIC. 2000. Web Accessed 1 September 2020.

Stanton,W.J. *Prinsip Pemasaran*. Jakarta: Erlangga. 2006. Web Accessed 1 September 2020.

Sunyoto, Danang. *Strategi Pemasaran*. Yogyakarta: CAPS (Centre of Academic). 2015.

Yeshin, Tony. *Sales Promotion*. International Thomson Business Press. 2006. Web Accessed 2 September 2020.