

## DAFTAR PUSTAKA

- Aaker, D. A. (1995). *Strategic market management*. New York: Wiley.
- Aditya,Ivan. (2015, Agustus 18). Prospek DIY Jadi Pasar Apartemen dan Kondotel. Retrieved Desember 14, 2015, from <http://krjogja.com/read/139901/prospek-diy-jadi-pasar-apartemen-dan-kondotel.kr>.
- Afandi, Sugandi. (2015, August 26). Siasati Mahalnya Harga Lahan Pemerintah Dorong Pembangunan Hunian Vertikal.*RRI.co.id*. Retrieved November 10, 2015, from[http://www.rri.co.id/post/berita/193883/nasional/siasati\\_mahalnya\\_harga\\_lahan\\_pemerintah\\_dorong\\_pembangunan\\_hunian\\_vertikal.html](http://www.rri.co.id/post/berita/193883/nasional/siasati_mahalnya_harga_lahan_pemerintah_dorong_pembangunan_hunian_vertikal.html)
- Anderson, A. H., & Kleiner, D. (1995). *Effective marketing communications: A skills and activity-based approach*. Oxford, UK: Blackwell Business.
- Arnold, David. (1992). *Pedoman Manajemen Merek*. Addison Wesley.
- Badan Pusat Statistik. Proyeksi Penduduk menurut provinsi, 2010 – 2035. Retrieved November 13, 2015, from <http://www.bps.go.id/linkTabelStatis/view/id/1274>.
- Belch, G. E., & Belch, M. A. (2001). *Advertising and promotion: An integrated marketing communications perspective*. Boston, MA: Irwin/McGraw-Hill.
- Belch, George E. Belch, & Michael A. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York: Mc Graw-Hill..
- Buku Pedoman, Tata Tertib, dan Ketentuan Apartemen Student Castle.

Burgoon, M., Hunsaker, F. G., & Dawson, E. J. (1978). *Human Communication*. Sage Publications.

Chandra, Gregorius. (2002). *Strategi dan Program Pemasaran*. Yogyakarta: Penerbit Andi.

Choi, M., Park, M., Lee, H., & Hwang, S. (no year). Dynamic Strategies for Apartment Brand Management in Korean Housing Market. (Research supported by a grant from R&D Program funded by Ministry of Land, Transport and Maritime Affairs of Korean government).

Crano, William D. & Selnow, Gary W. (1987). *Planning, Implementing and Evaluating Targeted Communication Programs*. Connecticut: Greenwood Press.

Cravens, D. W., & Lamb, C. W. (1986). *Strategic marketing cases and applications*. Homewood, IL: R.D. Irwin.

Damar, Dimaz & Tiberian, Petrus. (2015, October 30). Penolakan Pembangunan Apartemen Di Kota Yogyakarta. *Citralekha*. Retrieved November 19, 2015, from <http://citralekha.com/penolakan-pembangunan-apartemen-di-kota-yogyakarta/>

Gelder, P. V. (2013). *A framework for brand positioning strategies - What positioning strategies should be used to build an effective and efficient brand portfolio* (Unpublished bachelor's thesis). Universiteit Twente

Janiszewska, K., & Insch, A. (2012). The Strategic Importance of Brand Positioning in the Place Brand Concept – Elements, Structure and Application of the Positioning Statement. *Jois Journal Of International Studies*, 5(1), 9-19. doi:10.14254/2071-8330.2012/5-1/2

Kapferer, Jean-Noel. (2004). *The New Strategic Brand Management*. London: Kogan Page Publishers.

Keller, Kevin Lane. (1998). *Strategic Brand Management*. New Jersey: Prentice Hall

Kusumaningtyas, Ariesta. Apartemen Istimewa Student Castle Siap Huni. *Urbanindo*. Retrieved July 26, 2016 from [http://www.urbanindo.com/property/496445038-apartemen-istimewa-student-castle-siap-huni?uiref=search&uistype=universal&uisparam=%2Fcari%2FIndonesia%2Flocation\\_yogyakarta%2FpropertyType\\_apartment%2Fradius\\_1&uisrank=1](http://www.urbanindo.com/property/496445038-apartemen-istimewa-student-castle-siap-huni?uiref=search&uistype=universal&uisparam=%2Fcari%2FIndonesia%2Flocation_yogyakarta%2FpropertyType_apartment%2Fradius_1&uisrank=1).

Liem, A. (2013, April 01). Malioboro City Superblock Yogyakarta. Retrieved August 14, 2016, from [https://www.youtube.com/watch?v=cN9tYv\\_QxtR4](https://www.youtube.com/watch?v=cN9tYv_QxtR4)  
Retrieved February 23, 2016, from <http://smallbusiness.chron.com/importance-good-communication-business-1403.html>

Mahrizal, V., & Wirastami, P. (2014, March 17). Pengembang Berebut Pasar Apartemen Mahasiswa Di Yogya - Tribun Jogja. Retrieved June 25, 2016, from <http://jogja.tribunnews.com/2014/03/17/pengembang-berebut-pasar-apartemen-di-yogya/>.

Lorette, Kriestie. Importance of Good Communication in Business. *Chron*. Retrieved February 23, 2016, from <http://smallbusiness.chron.com/importance-good-communication-business-1403.html>

Melly. Student Park Apartment – Studio FF – Cocok Untuk Mahasiswa. *Urbanindo*. Retrieved August 14, 2016, from <http://www.urbanindo.com/property/357605269-student-park-apartment---studio-ff---cocok-untuk-mahasiswa/price-distribution.2016>.

Morissan, M.A.. (2010). *Periklanan - Komunikasi Pemasaran Terpadu*. Jakarta: Kencana.

Mulyana, Deddy. (2012). *Ilmu Komunikasi*. Bandung: PT Remaja Rosdakarya.

- Ohmae, Kenichi. (1982). *The Mind of The Strategist, The Art of Japanese Business*. USA: McGraw-Hill.
- Oktarinda, Anggi. (2014, December 14). Harga Properti: Dalam 5 Tahun, Rata-rata Naik Hingga 10% Di Atas Inflasi. *Properti*. Retrieved November 13, 2015, from <http://properti.bisnis.com/read/20141214/48/382444/harga-properti-dalam-5-tahun-rata-rata-naik-hingga-10-di-atas-inflasi>.
- Purnama, Angga. (2015, April 5). Giliran Warga Plemburan Tolak Pembangunan Apartemen. *Tribun Jogja*. Retrieved February 20, 2016, from <http://jogja.tribunnews.com/2015/04/05/giliran-warga-plemburan-tolak-pembangunan-apartemen>.
- Purnama, Angga. (2015, April 5). Warga Menolak Karena Apartemen Dibangun Di Tengah Kampung. *Tribun Jogja*. Retrieved November 19, 2015, from <http://jogja.tribunnews.com/2015/04/05/warga-menolak-karena-apartemen-dibangun-di-tengah-kampung>.
- Ries, Al & Trout, Jack. (2002). *Positioning: The Battle for Your Mind*. Jakarta: Penerbit Salemba Empat.
- Shimp, Terence A.. (2010). *Integrated Marketing Communication in Advertising and Promotion*. South-Western Cengage Learning.
- Student Castle Yogyakarta. (no date). AGENDA KEGIATAN | Student Castle Apartment Yogyakarta. Retrieved June 25, 2016, from <http://www.studentcastleapartmentyogyakarta.com/event/>
- Student Castle Yogyakarta. (2014). FISIK PEMBANGUNAN | Student Castle Apartment Yogyakarta. Retrieved June 25, 2016, from <http://www.studentcastleapartmentyogyakarta.com/progres-pembangunan/>
- Student Castle Yogyakarta. (2016). Physical Progress. Retrieved June 25, 2016,

from <http://student-castle.com/#/menu/Physical-Progress.html>.

Student Park Apartment (Facebook Official Account). (2015, March 10).

Facebook. Retrieved August 14, 2016, from [https://id-id.facebook.com/StudentPark\\_Apartment](https://id-id.facebook.com/StudentPark_Apartment).

Student Park Hotel and Apartment. (2015). Student Park Hotel | It's Like Coming Home. Retrieved August 14, 2016,

from <http://studentparkhotel.com/?lang=idw>.

Temporal, Paul. (2000). *Branding in Asia*. Singapore: John Wiley & Sons (Asia).

Thia, B. (2014). *Pemetaan Persepsi Mahasiswa pada Positioning Apartemen di Yogyakarta, 2014* (Unpublished master's thesis). Universitas Atma Jaya Yogyakarta.

W., Dimaz Damar W. & R., Petrus Tiberian. (no date). Penolakan Pembangunan Apartemen Di Kota Yogyakarta. *Citrlekha*. Retrieved February 23, 2016, from <http://citralekha.com/penolakan-pembangunan-apartemen-di-kota-yogyakarta/>.

Walker, Mullins, Boyd & Larréché. (2006). *Marketing Strategy, A Decision-Focused Approach 5e*. New York: Mc Graw-Hill.

Wayne, Delozier M. (1976). *The Marketing Communication Process*. USA: Mc Grow Hill.