

BIBLIOGRAPHY

- Al Farisi, S., Iqbal Fasa, M., & Suharto. (2022). PERAN UMKM (USAHA MIKRO KECIL MENENGAH) DALAM MENINGKATKAN KESEJAHTERAAN MASYARAKAT. *Jurnal Dinamika Ekonomi Syariah*, 9(1). <http://ejurnal.iaipd-nganjuk.ac.id/index.php/es/index>
- Andrade, B., Morais, R., & de Lima, E. S. (2024). The Personality of Visual Elements: A Framework for the Development of Visual Identity Based on Brand Personality Dimensions. *International Journal of Visual Design*, 18(1), 67–98. <https://doi.org/10.18848/2325-1581/CGP/v18i01/67-98>
- Andri, R. C., & Wijaya, H. (2023). THE INFLUENCE OF DIGITAL BRANDING ON BRAND AWARENESS AND PURCHASE DECISIONS AMONG MSMES IN PALEMBANG: A CASE STUDY ON ZANAIA ACRYLIC. *Wijaya Klabat Journal of Management* |, 4(2).
- Bian, J., & Ji, Y. (2021). Research on the Teaching of Visual Communication Design Based on Digital Technology. *Wireless Communications and Mobile Computing*, 2021. <https://doi.org/10.1155/2021/8304861>
- Clow, K. E., & Baack, D. (2022). Integrated Advertising, Promotion, and Marketing Communications, Global Edition (Kenneth Clow, Donald Baack) (Z-Library) (9th ed.). Pearson Education.
- Fennis, B. M., & Stroebe, W. (2021). *The Psychology of Advertising* (3rd ed.). Routledge.
- Günay, M. (2021). Design in Visual Communication. *Art and Design Review*, 09(02), 109–122. <https://doi.org/10.4236/adr.2021.92010>
- Jahan, T., Jahan, A., Pallavi, M., Alekhya, M., & Lakshmi, M. S. (2024). A Study on Importance of Branding and Its Effects on Products in Business. *International Research Journal on Advanced Engineering and Management (IRJAEM)*, 2(04), 656–661. <https://doi.org/10.47392/irjaem.2024.0091>
- Katz, H. (2022). *The media handbook : a complete guide to advertising media selection, planning, research, and buying* (Vol. 8). Routledge, Taylor & Francis Group.
- Kelley, L. D., Jugenheimer, D. W., & Sheehan, K. B. (2022). *Advertising Media Planning A Brand Management Approach* (Vol. 5).

- Malloy, K. E. (2022). *The Art of Theatrical Design* (2nd ed.). Routledge.
<https://doi.org/10.4324/9781003023142>
- Marsh, L. (2020). *The Practical Guide to Design Theory*.
- Osak, D., & Pasharibu, Y. (2020). PENGARUH BRAND AMBASSADOR DAN TAGLINE TERHADAP KEPUTUSAN PEMBELIAN ONLINE DENGAN MEDIASI BRAND AWARENESS. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 9(4), 357–380.
- Rantung, A. J., Mangantar, M., & Gunawan, E. M. (2022). THE INFLUENCE OF BRAND AMBASSADOR AND TAGLINE ON GEN-Z BRAND AWARENESS OF TOKOPEDIA PENGARUH BRAND AMBASSADOR DAN TAGLINE TERHADAP BRAND AWARENESS GEN-Z DARI TOKOPEDIA. *Jurnal EMBA*, 10(2), 270–278.
- Sanchez, Y. (2023). Enhancing Community Health Worker Training Materials with Instructional and Visual Design Principles [SUNY Polytechnic Institute]. <http://hdl.handle.net/20.500.12648/14946>
- Sari, N. T. P., & Kusumawati, A. (2022). The efforts to strengthening of micro, small and medium-sized enterprises (MSME) in Indonesia. *Asian Journal of Management Entrepreneurship and Social Sciene*, 02(01), 98–116.
<https://ajmesc.com/index.php/ajmesc>
- Sarifudin, A., & Ekafitri, R. (2015). KARAKTERISTIK SIFAT FISIKO-KIMIA DAN THERMAL SERTA PENERIMAAN ORGANOLEPTIK KUE SAGON BERBASIS TEPUNG PISANG.
- Siswanto, R. A. (2023). DIGITAL BRANDING ADAPTATION FOR INDONESIAN SMALL MEDIUM ENTERPRISES EXPANSION INTO GLOBAL MARKET. *Universiti Sains Malaysia*.
- Sofia, D., & Pérez, M. (2022). Developing a brand identity: Bocatas Case.
- Sukanteri, N. P. (2022). BRAND MARKETING: THE ART OF BRANDING (A. Sudirman, Ed.). CV. MEDIA SAINS INDONESIA.
- Suriadi, J., Mardiyana, Moh., & Reza, B. (2022). concept of color psychology and logos to strengthen brand personality of local products. *Linguistics and Culture Review*, 6(1), 839–856.
<https://doi.org/10.21744/lingcure.v6ns1.2168>

- Sutrisno, Supartono, Hadayanti, D., & Bahar, A. (2023). REBRANDING MSME PRODUCTS AS A VISUAL IDENTITY IN INCREASING BRAND AWARENESS THROUGH SWOT ANALYSIS. *Jurnal Ekonomi*, 12(01).
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Swasty, W., & Utama, J. (2017). Warna Sebagai Identitas Merek pada Website. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*, 3(1), 1–16.
- Yantami Arumsari, R., & Utama, J. (2018). KAJIAN PENDEKATAN VISUAL IKLAN PADA INSTAGRAM (Vol. 2, Issue 1). Online. <http://jurnal.stiki-indonesia.ac.id/index.php/jurnalbahasarupa>