

DAFTAR PUSTAKA

- Desintha, S., Ayu, I. K., & Octamediana, H. (2020). Unsur Visual Kemasan Granola Creations.
- Gupta, A. (2009). *The Co-Working space concept*. CINE Term project. (3 - 5)
https://salus.adapt.it/wp-content/uploads/2020/04/LEFORESTIER_Co-working-space_2009.pdf
- Habibi, A. H., Nugraha, N. D., & Apsari, D. (2021). Perancangan Identitas Visual Dan Media Promosi Gerobak Kopi Kota Payakumbuh. *eProceedings of Art & Design*, 8(6).
- Hidayat, K. S. (n.d.). *Strategi Branding: Membangun Identitas dan Citra yang Kuat untuk Bisnis*. Jurnal.id. <https://www.jurnal.id/id/blog/4-keutamaan-yang-harus-diperhatikan-dalam-membuat-strategi-branding/>
- IDEO.org. (2015). *Field Guide to Human-Centered Design*. (9 – 11)
https://design-kit-production.s3.us-west-1.amazonaws.com/Field_Guides/Field+Guide+to+Human-Centered+Design_IDEOorg_English.pdf
- Kementerian Pendidikan dan Kebudayaan. (2020). *Desain Komunikasi Visual: Kelas X Semester 1*. Pusat Kurikulum dan Perbukuan. (107 - 115)
- Montanari, F., Moriset, B., & Gandini, A. (Eds.). (2020). *Collaborative spaces at work: Innovation, creativity and relations*. Springer.
- Pradana, B. Y., Siswanto, R. A., & Gumilar, G. (2021). Perancangan Rebranding Identitas Visual Dan Kemasan Suggest. *eProceedings of Art & Design*, 8(6).

- Premedesty, R. D., et al. (2018). *Co-Working Space* Sebagai Solusi Kebutuhan Ruang Kerja Berdasarkan Karakteristik *Startup* Kreatif.
- Ramayani, R., & Nugraha, N. D. (2018). Perancangan Wayfinding dan Signage Objek Wisata Goa Garunggang Bogor. *eProceedings of Art & Design*, 5(3).
- Saprilla, R. B., & Hidayat, S. (2019). Perancangan Identitas Visual dan Media Informasi Kampung Batik Laweyan. *EProceedings of Art & Design*, 6(1).
- Tjahjawulan, I. (2022). Pengantar Desain Komunikasi Visual.
<https://repository.ikj.ac.id/846/1/Desain%20Komunikasi%20Visual.pdf>
- Uddin, S. (2022). *Industri Kreatif*. ResearchGate.
https://www.researchgate.net/publication/358901068_INDUSTRI_KREATIF
- Wardhana, A. (2023). *Brand and branding*. ResearchGate.
https://www.researchgate.net/publication/383869792_BRAND_AND_BRANDING
- Wardhana, A. (2024). *Branding strategy di era digital*. ResearchGate.
https://www.researchgate.net/profile/Aditya-Wardhana/publication/379311944_BRANDING_STRATEGY_DI_ERA_DIGITAL/links/6604171e390c214cfd14dafc/BRANDING-STRATEGY-DI-ERA-DIGITAL.pdf
- Wheeler, A. (2017). *Designing brand identity: An essential guide for the whole branding team* (4th ed.). Wiley.