

DAFTAR PUSTAKA

- Aaker, D. A. (2006). *Managing Brand Equity Capitalizing on The Value of A Brand Name*. New York: The Free Press.
- Amin, Shehzad. 2011. *Brand Activation Model*. Islamabad : Macro Management System
- Arenggoasih. (2016). Pengaruh Brand Communication, Service Quality Dan Brand Personality Anggota Dewan Terpilih Melalui Brand Trust Terhadap Brand Loyalty Pemilih. *Jurnal Interaksi, Vol 5 No. 2*.
- Arlene, A. (2022). Strategi Event Management Synchronize Fest 2021 Selama Masa Pandemi Covid-19.
- Brown, Alyssa E. (2019). *Is it just the Music? Towards an Understanding of Festival-goers and their Experience at UK Music Festivals*. United Kingdom: University of Central Lancashire
- Chinomona. (2016). The Influence Of Brand Experience On Brand Satisfaction, Trust And Attachment In South Africa. *International Business & Economics Research Journal Vol. 12. Number 10*.
- Creswell, J. W. (2019). *Research Design Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. Yogyakarta: Pustaka Pelajar
- Effendy, O. U. (2005). *Humas Membangun Citra Dengan Komunikasi*. Bandung: Remaja Rosdakarya.
- Effendy, O. U. (2003). *Ilmu Komunikasi Teori dan Praktek*. Bandung: PT Remaja Rosdakarya
- Gelder, S.V. (2005). *Global Brand Strategy*. London: Kogan Page
- Getz, Donald (1997). *Event Management and Event Tourism*. New York: Cognizant
- Kapferer, J. N. (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. Kogan Page Publishers.
- Kotler, d. K. (2012). *Manajemen Pemasaran. Edisi 12*. Jakarta: Erlangga.
- Kotler, P. A. (2017). *Principles of Marketing 17e (17th ed)*. Pearson.
- Kertamukti, Rama. (2015). *Strategi Dalam Periklanan*. Jakarta: Raka Grafindo Persada.

- Kusumawardani, P. A. (2013). Strategi Brand Communication Dalam Membangun Brand Awareness (Studi Kualitatif Strategi Brand Communication dalam Membangun Brand Awareness Rumah Makan Seafood D'Cost Surabaya.
- Liliweri, A. (2002). Makna Budaya dalam Komunikasi antar Budaya. Yogyakarta: PT. LKiS Pelangi Aksara.
- Miles, M.B, Huberman, A.M, dan Saldana, J. (2014). Qualitative Data Analysis, A Methods Sourcebook, Edition 3. USA: Sage Publications. Terjemahan Tjetjep Rohindi Rohidi, UI-Press.
- Noble. 1999. Development in Marketing Science. Vol. 22, 1-5, Corall Gables, Florida: Academy of Marketing Science.
- Nilson, T. (1998). *Competitive Branding: Winning in the Market Place with Valueadded Brands*. West Sussex: John Wiley & Sons, Ltd.
- Post, K. (2005). *Brain Tattoos: Creating Unique Brands that Stick in Your Customers' Minds*. NY: Amacom.
- Pudjiastuti, Wahyuni. 2010. Special Event. Jakarta: Elex Media Komputindo.
- Respitari. 2018 Strategi Brand Activation Bandeng Mentari UMKM UD. Sarana Multi Niaga Kabupaten Gresik. Jurnal Ilmu Komunikasi Vol. 8 No. 1 (2018)
- Revanto. (2016). Pengaruh Brand Experience dan Brand Affect Terhadap Brand Trust pada Brand Smartfren di Kota Surabaya. *Journal of Product & Brand Management*.
- Saeed, Rashid. 2015. "Brand Activation: A Theoretical Perspective". Journal of Marketing and Consumer Research
- Sari Dewi, L. E. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo. *SHS Web of Conferences*. Surabaya: Sari Dewi L.
- Schultz & Barnes, B.E. (1999) .Strategic Brand Communication Campaigns. USA: NTC Business Books
- Smith, M. B. (2005). *Handbook of Visual Communication Theory, Methods, and Media*. England: Routledge.
- Sugiyono, 2013, Metodologi Penelitian Kuantitatif, Kualitatif dan R&D. (Bandung: Alfabeta)
- Surachman. (2008). Dasar-Dasar Manajemen Pemasaran. Malang: Bayu Media Publishing.
- Wallace, Steve. (2012). Brand Activation : Bringing Brands to Life!.

- Wijaya, b. S. (2011). A Brand Development-Based Entrepreneurship. *International Conference on Business and Communications (ICBC)*. Jakarta.
- Wilasari, M. F. (2019). Strategi Brand Communication Dalam Membangun Brand Image 'BAWANGKITA'.
- Zehir, S. K. (2011). The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands. *7th International Strategic Management Conference*.