

DAFTAR PUSTAKA

- Akbar, M. A. (2024). *Customer-Centric Strategies: Navigating the Dynamics of Marketing Management for Competitive Advantage*. *Advances in Business & Industrial Marketing Research*, 2(2), 96–109. <https://doi.org/10.60079/abim.v2i2.288>
- Baker, J. (2020). *Challenges and [Possible] Solutions to Optimizing Talent Identification and Development in Sport*. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.00664>
- Barczyszyn-Madziarz, P. (2021). *Anders Hansen, David Machin (2019). Media and Communication Research Methods*. London: Red Globe Press; 2nd Ed., 314 pp., ISBN: 978-1-137-52824-7. *Central European Journal of Communication*, 13(3(27)), 463–465. [https://doi.org/10.51480/1899-5101.13.3\(27\).11](https://doi.org/10.51480/1899-5101.13.3(27).11)
- Cahyaningrum, N. S., Puspitojati, E., & Arifin, M. (2021). *Pengaruh Bauran Pemasaran (Marketing Mix) Terhadap Keputusan Konsumen Membeli Jamu Instan Produksi Kelompok Jati Husada Mulya Desa Argomulyo Kecamatan Sedayu Kabupaten Bantul*. *Agrica Ekstensia*, 15(2), 93–100. <https://doi.org/10.55127/ae.v15i2.86>
- Chaffey, D., & Fiona, E.-C. (2016). *Digital Marketing*. pearson.
- David, R. . F., & David, R. F. (2017). *Strategic Managemen, 16th Global Edition*. www.ebook3000.com
- Dr. M. Anang Firmansyah, SE., M. (2019). *Buku Pemasaran Produk dan Merek*. *Buku Pemasaran Produk Dan Merek*, August, 1–337.
- Finne, Å., & Grönroos, C. (2017). *Communication-in-use: customer-integrated marketing communication*. *European Journal of Marketing*, 51(3), 445–463. <https://doi.org/10.1108/EJM-08-2015-0553>
- Gerritsen, D., & van Olderen, R. (2020). *Event marketing*. CABI, 30–49. <https://doi.org/10.1079/9781789242300.0030>
- Iqbal Al Baihaqi, Tyna Yunita, A. S. (2024). *IJM : Indonesian Journal of Multidisciplinary Analisis SWOT untuk UMKM “Baso Aci Akang” untuk Meningkatkan Strategi Pemasaran di Era Digitalisasi*. 2, 398–406.
- Kato, T. (2021). *Brand loyalty explained by concept recall: recognizing the significance of the brand concept compared to features*. *Journal of Marketing Analytics*, 9(3), 185–198. <https://doi.org/10.1057/s41270-021-00115-w>
- Komari, A., Indrasari, L. D., Pariyanto, A. Y. T., & Santoso, H. B. (2020). *The Effect of Marketing Mix 4P Towards Marketing Product Performance Of Tenun Ikat Small Industry In Bandar Kediri*. 473(Icss), 805–809. <https://doi.org/10.2991/assehr.k.201014.173>
- Mensah, J., Oppong, P. K., & Addae, M. (2022). *Effect of Packaging on Perceived Quality and Brand Loyalty: The Mediating Role of Brand Association in Over-the-Counter Market*. *Open Journal of Business and Management*, 10(01), 297–313. <https://doi.org/10.4236/ojbm.2022.101018>

- Mishra, A., Rath, P. S., & Jena, S. (2022). ***Impact of Brand Marketing on Consumer Decision Making: With Special Reference to Cosmetic Industry***. *International Journal for Research in Applied Science and Engineering Technology*. <https://doi.org/10.22214/ijraset.2022.41417>
- Nagle, A. J., Delaney, E. L., Bank, L. C., & Leahy, P. G. (2020). ***A Comparative Life Cycle Assessment between landfilling and Co-Processing of waste from decommissioned Irish wind turbine blades***. *Journal of Cleaner Production*, 277(July), 123321. <https://doi.org/10.1016/j.jclepro.2020.123321>
- Rhine, A. S., & Pension, J. (2023). ***How to Market the Arts: A Practical Approach for the 21st Century***. Oxford University Press. <https://doi.org/10.1093/oso/9780197556078.001.0001>
- Saputra, G. R., & Roswaty, R. (2020). ***Pengaruh Bauran Pemasaran 4P terhadap Keputusan Pembelian Pupuk Eceran di Toko Tani Makmur Pagar Alam Sumatera Selatan***. *Jurnal Nasional Manajemen Pemasaran & SDM*, 1(2), 32–45. <https://doi.org/10.47747/jnmpsdm.v1i2.125>
- Sugiyono. (2020). ***Metodologi Penelitian Kuantitatif, Kualitatif dan R & D***.
- Suryana, P. (2022). ***Event marketing Marketing Strategy in Increasing Brand awareness***. *Jurnal Ekonomi, Akuntansi Dan Manajemen Indonesia-JEAMI*, 1(1).
- Wrathall, J., & Steriopoulos, E. (2022). ***Event marketing and strategy. Reimagining and Reshaping Events***. <https://doi.org/10.23912/9781911635871-4965>
- Zhou, L. (2022). ***Research on Quantitative Model of Brand Recognition Based on Sentiment Analysis of Big Data***. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.915443>