

## DAFTAR PUSTAKA

- Antonin Pytela. (2025). *Effect of monetization models in video games on revenue* Bachelor thesis.
- Aphra Kerr. (2017). *Global games: Production, circulation and policy in the networked era*. Routledge.
- Assassin's Creed. (2024a, May 15). *Assassin's Creed Official Instagram*.  
[https://www.instagram.com/p/C6\\_kzj4s-uE/](https://www.instagram.com/p/C6_kzj4s-uE/)
- Assassin's Creed. (2024b, June 11). *Assassin's Creed Shadows Official Gameplay - Combat and Stealth Evolved | Ubisoft Forward - YouTube*.  
<https://www.youtube.com/watch?v=b2crLch9Mb8&list=PLYZv2jU9u0vbVhd6aqhsdq9li3A6HcYI3&index=4>
- Assassin's Creed. (2025, April 9). *Assassin's Creed Shadows – Behind the Soundtrack - YouTube*. <https://www.youtube.com/watch?v=pg2efyKZAcw>
- Assassin's Creed EOH. (2025, March 18). *Assassin's Creed Shadows: Samurai Armors Explained | A deep dive at The British Museum - YouTube*.  
<https://www.youtube.com/watch?v=EbmZzLMPwvY>
- Baldwin, R. (2011). *TRADE AND INDUSTRIALISATION AFTER GLOBALISATION'S 2ND UNBUNDLING: HOW BUILDING AND JOINING A SUPPLY CHAIN ARE DIFFERENT AND WHY IT MATTER*.  
<http://www.nber.org/papers/w17716>
- Collins, Karen. (2008). *Game sound : an introduction to the history, theory, and practice of video game music and sound design*. MIT Press.
- Dawid Czech. (2013). *Challenges in video game localization: An integrated perspective*. <http://www.gamespot.com/news/mass-effect-movie-five-or-six-years-away-says-producer-6413871>
- Dentsu. (2024). *GAMING: NO LONGER JUST A SIDE QUEST FOR BRANDS 2024: STATE OF GAMING REPORT*.
- Diaczok, M. P., & Tronier, P. (2019). *AN INVESTIGATION OF MONETIZATION STRATEGIES IN AAA VIDEO GAMES*.
- Drew Kozub. (2025, April 20). *The Making of Assassin's Creed Shadows: Interview with director Charles Benoit - YouTube*.  
<https://www.youtube.com/watch?v=2tVGXcbFep8&list=PLYZv2jU9u0vbVhd6aqhsdq9li3A6HcYI3&index=7>

- Electronic Arts. (2025). *Battlefield Studios – Electronic Arts*.  
<https://www.ea.com/games/battlefield/battlefield-studios#criterion>.  
<https://www.ea.com/games/battlefield/battlefield-studios#motive>
- GameTree, & John Uke. (2024, December 15). *Game Demographics By Genre And Platforms | GameTree's Research*. <https://gametree.me/blog/global-gamer-insights-report/>. <https://gametree.me/blog/global-gamer-insights-report/>
- Genki Gamer. (2025, March 2). *Walk in Japan | Assassin's Creed Shadows Showcase in Kyoto - YouTube*.  
<https://www.youtube.com/watch?v=Q1xnfk2J98Y&t=32s>
- Gereffi, G., Humphrey, J., & Sturgeon, T. (2005). The governance of global value chains. *Review of International Political Economy*, 12(1), 78–104.  
<https://doi.org/10.1080/09692290500049805>
- Icy Veins. (2025, July 5). *The Best-Selling Video Game Franchises of All Time*.  
<https://www.icy-veins.com/other-games/news/the-best-selling-video-game-franchises-of-all-time/>. <https://www.icy-veins.com/other-games/news/the-best-selling-video-game-franchises-of-all-time/>
- IGN. (2024). *Assassin's Creed Shadows: Inside Ubisoft's Ambitious Open World Japan - YouTube*. [https://www.youtube.com/watch?v=0haRi\\_hHZoU](https://www.youtube.com/watch?v=0haRi_hHZoU)
- Indo Daya Suvana Digital College. (2022, August 19). *Pengertian Game Engine, Jenis dan Fungsinya - IDS Digital College*. <https://ids.ac.id/pengertian-game-engine-jenis-dan-fungsinya/>
- John W. Creswell. (2014). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. *SAGE*, 2014, 12(5), 273.  
<https://doi.org/10.5539/elt.v12n5p40>
- Le Gall, Arthur., Engin, Evrim., Durinck, Eveline., Knotter, Steven., Romainville, J.-François., De Voldere, Isabelle., Airaghi, Elisabetta., Pletosu, Teodora., Ranaivoson, Heritiana., Kern, Philippe., & Hoelck, Katharina. (2017). *Mapping the creative value chains : a study on the economy of culture in the digital age : executive summary*. Publications Office.
- Lukas Van Campenhout, Joep Frens, Kees Overbeeke, Achiel Standaert, & Herbert Peremans. (2013). *Physical interaction in a dematerialized world*. [www.tue.nl/taverne](http://www.tue.nl/taverne)
- MobyGames. (2025). *Assassin's Creed: Shadows (2025) - MobyGames*.  
<https://www.mobygames.com/game/239204/assassins-creed-shadows/>

- Neo Gamer. (2025, April). *Behind the Scenes - Assassin's Creed Shadows [Making of] - YouTube*.  
[https://www.youtube.com/watch?v=X\\_g7I2sNGio&t=3s](https://www.youtube.com/watch?v=X_g7I2sNGio&t=3s)
- Newzoo. (2025). *Free Version Global Games Market Report*.
- Panjaitan, H., Betlehn, A., Situmeang, T., Khan, M. Z. K., & Miraz, M. H. (2024). MUSIC COPYRIGHT PROTECTION IN THE DIGITAL ERA: LEGAL FRAMEWORK AND STRATEGIES FOR ENFORCEMENT. *Jurnal Hukum Unissula*, 40(2), 235–257. <https://doi.org/10.26532/jh.v40i2.40525>
- Rabin, Steve. (2010). *Introduction to Game Development*. Course Technology Cengage Learning.
- Rafael Octava Brilliante. (2025). *Analisis Pemetaan Global Multimedia Value Chain Studi Kasus "Playstation 5" Oleh Sony Interactive Intertainment Tahun 2020-2024*.
- Ruuska, E. (2015). *QUALITY ASSURANCE TESTING IN VIDEO GAMES The importance and impact of a misunderstood industry*.
- Sandfall Interactive. (2025). *Video Games for PC & Next-gen*.  
<https://www.sandfall.co/>
- Siliconera, & Jenni lada. (2024, December 3). *Preview: Monster Hunter Wilds Development Highlights Capcom Creativity*.  
<https://www.siliconera.com/preview-monster-hunter-wilds-development-showcases-capcom-creativity/>
- Smith, T. (2020). *Procedural Constraint-based Generation for Game Development*.
- Statista Research Department. (2025). *All-Time unit sales of select Ubisoft game franchises and titles worldwide as of 2025*.
- Steam. (n.d.). Retrieved May 19, 2026, from <https://store.steampowered.com/>
- Steam. (2025). *100 produk teratas yang dirilis 2025, berdasarkan pendapatan*.  
<https://store.steampowered.com/charts/bestofyear/2025>
- Sucker Punch. (2025). *Sucker Punch team*.  
<https://www.suckerpunch.com/#more>

- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*.
- Tay Vaughan. (2014). *Multimedia: Making It Work*.
- The Lazy Monday. (2025, March 19). *Segar banget jepangnya, melelahkan pada akhirnya | Review Assassin's Creed Shadows - YouTube*.  
<https://www.youtube.com/watch?v=5O60rfelr7s>
- Ubisoft. (n.d.-a). *Assassin's Creed Gear - Official Merch & Apparel | Ubisoft Shop – Page 2 – The Official Ubisoft Gear Shop*. Retrieved May 19, 2026, from <https://ubisoftgearshop.com/collections/assassins-creed-merch?page=2>
- Ubisoft. (n.d.-b). *Assassin's Creed Shadows Collector's Edition for PS5, Xbox X & PC | Ubisoft (US)*. Retrieved May 19, 2026, from <https://www.ubisoft.com/en-us/game/assassins-creed/shadows/collectors-edition>
- Ubisoft. (2024, June 11). *Ubisoft Forward: Official Livestream - June 2024 | #UbiForward - YouTube*.  
<https://www.youtube.com/watch?v=zPoJUPrCkkg&t=5318s>
- Ubisoft. (2025a). *Assassin's Creed Shadows available now for PS5, PC, Xbox X/S, Switch 2 & More. | Ubisoft (US)*. <https://www.ubisoft.com/en-us/game/assassins-creed/shadows>
- Ubisoft. (2025b, March 31). *Anti Social Social Club: Capsule Collection*.  
<https://www.ubisoft.com/en-us/game/assassins-creed/news/2dibH4Jh8qX4k2HDRG5Pck/anti-social-social-club-capsule-collection>
- Ubisoft Official Credits. (2024). *Assassin's Creed Shadows*. In *Ubisoft Entertainment*.
- Ubisoft Quebec. (2025, March 25). *Lancement d' Assassin's Creed Shadows - Assassin's Creed Shadows sort de l'ombre - YouTube*.  
<https://www.youtube.com/watch?v=F0antFYJwt0>
- Vania Elita Dewi. (2025). *ANALISIS PEMETAAN GLOBAL MULTIMEDIA VALUE CHAIN: STUDI KASUS "ELDEN RING" (2017-2022)*.
- Vella, D. (2014). *Player and Figure: An Analysis of a Scene in Kentucky Route Zero*.

Venum. (n.d.). *Venum x Assassin's Creed: Shadows*.

<https://Uk.Venum.Com/Collections/Venum-x-Assassin-s-Creed-Shadows>.

Retrieved May 19, 2026, from <https://uk.venum.com/collections/venum-x-assassin-s-creed-shadows>