

DAFTAR PUSTAKA

- Adiwaluyo, E. (2019, December). *Toffin: Nilai Pasar Kedai Kopi di Indonesia Capai Rp 4,8 Triliun*. Marketeers.com. Toffin: Nilai Pasar Kedai Kopi di Indonesia Capai Rp 4,8 Triliun
- Agustin, N., & Amron. (2022, Desember). Pengaruh Influencer Marketing dan Persepsi Harga terhadap Minat Beli Skincare pada TikTok Shop. *Kinerja Jurnal Ekonomi dan Bisnis*, 5.
- Agustine, Y.S., & RATMONO, D. (2024). Diponegoro Journal of Accounting. *PENGARUH CORPORATE SOCIAL RESPONSIBILITY TERHADAP KINERJA KEUANGAN DENGAN KEPEMILIKAN INSTITUSIONAL DAN KOMPENSASI EKSEKUTIF SEBAGAI VARIABEL MODERATING*, 13, 3.
- Arsath, M. A. (2018). Social Media Marketing: Advantages and Disadvantages. *Shanlax International Journal of Management*, 6(S1), 152 - 158.
- B, E. (2024, August 25). Nasib Kopi Indonesia: Primadona Dunia yang Tengah Terancam. *CNBC Indonesia*.
<https://www.cnbcindonesia.com/research/20240822113220-128-565458/nasib-kopi-indonesia-primadona-dunia-yang-tengah-terancam>
- Bilal, M., & Achmad, N. (2023). Analysis Of The Effect Of Service Quality, Brand Trust And Perceived Quality On Customer Loyalty With Customer Satisfaction As An Intervening Variable. *Paradigma Scientific Studies on Science, Reigion and Culture*, 20(2), 241-242.
<http://dx.doi.org/10.33558/paradigma.v20i2.7035>
- Bilgin, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *BMIJ*, 6(1).
- Chandra, H. (2021). *Pengaruh Brand Attribute dan Brand Advocacy Terhadap Brand Equity pada Pelanggan Tokopedia di Jakarta Utara*. Institut Bisnis dan Informatika Kwik Kian Gie.
- Fill, C., & Turnbull, S. (2016). *Marketing Communications: Discovery, Creation and Conversations*. Pearson.

- Firmansyah, M. A. (2020). *Komunikasi Pemasaran*. Qiara Media.
- Halawa, E. (2021). Analisis SWOT sebagai Dasar Perumusan Strategi Pemasaran Berdaya Saing (Studi Kasus pada Dasom Beauty & Me Nail Surabaya). *Benchmark, 1* isu 2, 59. 10.46821/benchmark.v1i2.143
- Han, B. (2023, December 1). *The Advantages And Disadvantages Of Event Marketing*. YCC MARKETER. Retrieved October 18, 2024, from <https://yccmarketer.com/advantages-and-disadvantages-of-event-marketing/>
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management, Global Edition*. Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing Management*. Pearson.
- Kusuma, Y. (2021). Pentingnya Strategi Komunikasi dalam Berkomunikasi. *Jurnal Sudut Pandang, 2*. <https://doi.org/10.55314/jsp.v2i5.151>
- Landa, R. (2018). *Graphic Design Solutions* (6th ed.). Cengage Learning.
- Maulidah, M., Soedewi, S., & Kadarisman, A. (2023, December). PERANCANGAN PROTOTIPE APLIKASI WORKSHOP KREATIF UNTUK REMAJA AKHIR HINGGA DEWASA AWAL DI KOTA BANDUNG. *e-Proceeding of Art & Design, 10*(6), 10540.
- Mondry, M. S. (2008). *Pemahaman teori dan praktik jurnalistik*. Penerbit Ghalia Indonesia.
- Nurikhsan, F., Indrianie, W. S., & Safitri, D. (2019, October). Fenomena Coffee Shop di Kalangan Konsumen Remaja. *Widya Komunika, 9*(2), 139. DOI: 10.20884/wk.v9i2.1962
- Nurmiarani, M. (2024, august). *Weekend Bingung Mau ke Mana? Yuk Ikut Workshop Flower Market! Sumber Artikel berjudul " Weekend Bingung Mau ke Mana? Yuk Ikut Workshop Flower Market! mata bandung.*

<https://matabandung.pikiran-rakyat.com/bandung-raya/pr-1828403579/weekend-bingung-mau-ke-mana-yuk-ikut-workshop-flower-market?page=all>

Puspita, W. A. I. (2024, March 16). Berawal dari Peserta Fun and Creative Workshop, Bisa Naik Kelas Jadi Mentor. *Radjar Jogja Jawa Pos*. <https://radarjogja.jawapos.com/lifestyle/654446329/berawal-dari-peserta-fun-and-creative-workshop-bisa-naik-kelas-jadi-mentor>

Putri, N. N., Haryono, A. T., & Warso, M. M. (2016). Efektivitas Atmosfer dan Event Marketing terhadap Keputusan Pembelian yang Dimediasi oleh Minat Beli pada Konsumen Tembi Rumah Budaya Yogyakarta. *Journal of Management*, 2.

Ramayanti, D., & Rizka, A. R. (2020, September 2). STRATEGI BRANDING PANTI SOSIAL (Studi Deskriptif Kualitatif mengenai Strategi Branding Unit Informasi dan Layanan Sosial Meruya). *Jurnal Narada*, 7.

Santoso, A. P., Baihaqi, I., & Persada, S. F. (2017). Pengaruh Konten Post Instagram terhadap Online Engagement: Studi Kasus pada Lima Merek Pakaian Wanita. *Artikel Teknik ITS*, 6.

Sitorus, S. A., Romli, N. A., Tingga, C. P., Sukanteri, N. P., Putri, S. E., Gheta, A. P. K., Wardhana, A., Nugraha, K. S. W., Hendrayani, E., Susanto, P. C., Primasanti, Y., & Ulfah, M. (2022). *Brand Marketing: The Art of Branding*. Media Sains Indonesia.

Slipkus, T. (2024, August). *Instagram vs TikTok: A Comprehensive Comparison Of Their Audience, Features & Marketing Potential*. Billo.app. <https://billo.app/blog/tiktok-vs-instagram/>

Smith, P., Smith, P. R., & Zook, Z. (2019). *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*. Kogan Page.

Smith, P., Smith, P. R., & Zook, Z. (2019). *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*. Kogan Page.

- Smith, P., & Zook, Z. (2019). *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*. Kogan Page.
- Smith, P., & Zook, Z. (2019). *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*. Kogan Page.
- Tirtana, G. A., & Prakoso, A. D. (2024, March Saturday). *Fun and Creative Workshop Jadi Wadah Salurkan Hobi, hingga Pemantik Ide Bisnis*. Jawa Pos Radar Jogja. <https://radarjogja.jawapos.com/lifestyle/654446313/fun-and-creative-workshop-jadi-wadah-salurkan-hobi-hingga-pemantik-ide-bisnis>
- Toffin Indonesia. (2020, November 12). *Toffin Indonesia Merilis Riset “2020 Brewing in Indonesia”*. Toffin Insight. <https://insight.toffin.id/toffin-stories/toffin-indonesia-merilis-riset-2020-brewing-in-indonesia/>
- Vincent, V., & Darmayanti, T. E. (2022). Pengaruh Warna dan Cahaya pada Kafe Roempi, Janji Jiwa dan Kopi Dari Hati di Tanjung Balai Karimun terhadap Manusia. *Jurnal Desain*, 9(3), 426. <https://doi.org/10.30998/jd.v9i3.11996>
- Wardhana, A. (2021). *Manajemen Komunikasi Digital Terkini*. Penerbit Insania. https://www.researchgate.net/publication/358138336_Manajemen_Strategi_Media
- Yadav, M., & Rahman, Z. (2017). Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. *Telematics and Informatics*, 37(7).
- Young On Top. (2024, August 9). 10 Creative Workshop yang Sedang Tren di Kalangan Gen Z! *YOT Menyatukan Indonesia*. <https://youngontop.com/10-creative-workshop-yang-sedang-tren-di-kalangan-gen-z/>