

DAFTAR PUSTAKA

- Queen City Mall. (2025, February 15). *Queen City Mall* . From queencity.id: <https://queencity.id/>
- SRLand. (2025, Maret 5). *SRLand Properties*. From srland.id: <https://srland.id/>
- Definisi Kesadaran Merek (Brand Awareness)*. (2025, Januari 12). From School of Information Systems Binus University: <https://sis.binus.ac.id/2023/01/24/definisi-kesadaran-merek-brand-awareness/>
- IDTesis.com. (2024, Desember 11). *Teori Lengkap tentang Integrated Marketing Communication menurut Para Ahli dan Contoh Tesis Integrated Marketing Communication*. From idtesis.com: <https://idtesis.com/teori-lengkap-tentang-integrated-marketing-communication-menurut-para-ahli-dan-contoh-tesis-integrated-marketing-communication/>
- Kotler. (n.d.). *Integrated Marketing Communication Strategy*. In Kotler, *Developing the Marketing Mix* (pp. 540-541). Pearson Canada.
- Novita, J., & Winduwati, S. (2021). *Marketing Communication Strategy of Sunyi House of Coffee and Hope in Branding Image as a Difabel Friendly Cafe*. *Atlantis Press*, 716-720.
- Nugraha, A. G. (2025, Januari 12). *Repository Universitas Muhammadiyah Purwokerto*. From [repository.ump.ac.id:](https://repository.ump.ac.id/) https://repository.ump.ac.id/7852/1/Aditya%20Gesa%20Nugraha_JU-DUL.pdf
- Pamungkas, F. T. (2024, Desember 11). From [repository.ump.ac.id:](https://repository.ump.ac.id/) https://repository.ump.ac.id/7728/3/FAJAR%20TRI%20PAMUNGKAS_BAB%20II.pdf?__cf_chl_rt_tk=WfBBzTOOu8YzNAHpDjLS8V

TCDbrX7wDbEo4Q6CSDEs4-1733837987-1.0.1.1-
1jK7OIAcST1TMv.Y66wMGqyQVHzhJRAyuCMGLcl_78

Prasetyo, D. B. (2024, Desember 11). *Repository UIN Syarif Hidayatullah*. From repository.uinjkt.ac.id:

<https://repository.uinjkt.ac.id/dspace/bitstream/123456789/74148/1/DHANDI%20BUDI%20PRASETYO-FDK.pdf#:~:text=Sedangkan%20definisi%20IMC%20menurut%20American%20Association%20of,adalah%20sebuah%20konsep%20perencanaan%20komunikasi%20pemasaran%20yang>

Safitri , E., Auliana, L., Sukoco, I., & Barkah, C. S. (2022). Kajian Literatur Peran Integrated Marketing Communication (IMC) dalam Mempertahankan Loyalitas Konsumen. *Jabis Volume 19*, 259-267.