

## DAFTAR PUSTAKA

- Adawiyah, S. El. (2020). *Manajemen Event (I)*. Bintang Semesta Media.
- Baker, L. (2020). *Editing Essentials: A Guide for Writers and Editor*. Editorial Press.
- Baker, M. J., & McKenzie, R. (2022). *Event Management: A Professional Approach*. Wiley.
- Basuki, W. (2021). *Desain Grafis Percetakan SMK/MAK Kelas XI*. Gramedia Widiasarana Indonesia.
- Cutlip, S. M., & Center, A. H. (2020). *Effective Public Relations*. Pearson.
- Daryanto. (2012). *Media Pembelajaran*. Satu Nusa.
- Getz, D. (2019). *Event Studies: Theory, Research and Policy for Planned Events*. Routledge.
- Goldblatt, J. (2013). *Special Event (Seventh Ed)*. John Wiley & Sons.
- Grunig, J. E., & Hunt, T. (2018). *Managings Public Relations*. Cengage Learning.
- Grunig, J. E., & Hunt, T. (2019). *Managing Public Relations*. Cengage Learning.
- Kirk, J. (2019). *The Art of Editing*. Creative Publishing.
- Kusuma, R. C. S. D. (2016). *Modul Manajemen Event*. Universitas Negeri Yogyakarta.
- Lestari, M. T. (2021). *Public Relations Event: Membangun Image, Reputasi dan Mutual Understanding*. Kencana.
- McDonnell, I., Allen, J., & O'Toole, W. (1999). *Festival and Special Event Management*. Cengage Learning.
- Mulyana, D. (2015). *Desain Komunikasi Visual: Teori dan Praktik*. Remaja Rosdakarya.
- Parma, Ika, Sofya, & Rani. (2021). *Membuat Media pembelajaran inovatif dengan aplikasi articulate Storyline 3*. UNP Press.
- Sarah, Probine. (2021) How Young Children Come to Value and Engage in the Visual Arts: Examining the Impact of Bi-Directional Interactions on Children as Imaginative Visual Researchers
- Shone, A., & Parry, B. (2018). *Successful Event Management: A Practical Handbook*. Cengage Learning.

- Suyanto, A. (2018). *Komunikasi Visual dalam Pemasaran*. Penerbit Media Press.
- Wijaya, Serli, Kristanti, & Monika. (2021). *Manajemen Event dan Proyek: Antara Konsep dan Praktiknya*. Rajawali Pers.
- Isyak, F. M., & Wijaksono, D. S. (2021). Proses Manajemen Virtual Event Di Masa Pandemi Covid-19 (studi Kasus The 43rd Jazz Goes To Campus Virtual Festival Universitas Indonesia). *EProceedings*, 8(6), 8956–8970.
- Tafarannisa, M. A., Nursilah, N., & Haerudin. (2021). Manajemen Event Choreonite Vol. 9: Time To Bloom Di Masa Pandemi Covid-19. *Jurnal Seni Tari*, 10(2), 168–175.
- Tuzunkan, A. (2023). Public Relations in Event Management. *Journal of Event Management*, 15(2), 45–60.
- Becomeopedia. *Pros and cons of being a florist*. Diakses pada 17 April 2025, dari <https://www.becomeopedia.com/pros-and-cons-of-being-a-florist/>
- FlowerAdvisor. (14 April 2025). Handbouquet vs standing flower for special occasions. Diakses pada April 18, 2025, dari <https://www.floweradvisor.com.sg/blog/handbouquet-vs-standing-flower>
- Semarang.Bisnis.com. (2023, November 21). PIP gelar workshop merangkai bunga untuk anggota komunitas. Diakses pada April 19, 2025, dari <https://semarang.bisnis.com/read/20231121/535/1716821/pip-gelar-workshop-merangkai-bunga-untuk-anggota-komunitas>
- UKM Indonesia.id (24 Januari 2025). Mengenal pola dan tren kewirausahaan Gen Z di Indonesia. Diakses pada 17 April 2025, dari <https://ukmindonesia.id/baca-deskripsi-posts/mengenal-pola-dan-tren-kewirausahaan-gen-z-di-indonesia>