

DAFTAR PUSTAKA

- Badan Pusat Statistik. (2024). *Pertumbuhan Ekonomi Indonesia Triwulan II-2024*. 4.
- Basri, A. I., Hidayat, S. A., Ramadan, B., & Kasnowo, K. (2025). The Influence of Brand Trust, Brand Identification, Brand Involvement, and Brand Commitment on Brand Evangelism. *Jurnal Ilmiah Manajemen Kesatuan*, 13(3), 1433–1444. <https://doi.org/10.37641/jimkes.v13i3.3326>
- BPS Jateng. (n.d.-a). *Jumlah Mahasiswa Perguruan Tinggi di Bawah Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi Menurut Kabupaten/Kota di Provinsi Jawa Tengah—Tabel Statistik*. Retrieved October 10, 2025, from <https://jateng.bps.go.id/id/statistics-table/2/MjA5NSMy/jumlah-mahasiswa-perguruan-tinggi-di-bawah-kementerian-pendidikan-kebudayaan-riset-dan-teknologi-menurut-kabupaten-kota-di-provinsi-jawa-tengah.html>
- BPS Jateng. (n.d.-b). *Keadaan Ketenagakerjaan Kota Semarang 2024*. Retrieved October 10, <https://semarangkota.bps.go.id/id/pressrelease/2025/03/27/226/keadaan-ketenagakerjaan-kota-semarang-2024.html>
- BPS Semarang. (n.d.). *Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin di Kota Semarang, 2023—Tabel Statistik*. Retrieved October 13, 2025, from <https://semarangkota.bps.go.id/id/statistics-table/3/WVc0MGEyMXBkVFUxY25KeE9HdDZkbTQzWkVkb1p6MDkjMw==/jumlah-penduduk-menurut-kelompok-umur-dan-jenis-kelamin-di-kota-semarang--2023.html>
- Doy, E. M. N., & Naryoso, A. (2024). Upaya Meningkatkan Brand Awareness Artotel Gajahmada Melalui Brand Attribute Seni Pada Segmentasi Generasi Z di Kota Semarang, Jawa Tengah Sebagai Strategist dan Project Manager. *Interaksi Online*, 13(1), 851–870.
- GeeksforGeeks. (2025). *Integrated Marketing Communication (IMC): Meaning, Importance, Tools and Examples*. GeeksforGeeks. <https://www.geeksforgeeks.org/marketing/integrated-marketing-communication-imc-meaning-importance-tools-and-examples/>

- Girard, P. (2024). *International Journal of Strategic Marketing Practice*.
- Goffmann, E. (1974). *Frame Analysis*.
<http://thowe.pbworks.com/w/file/fetch/51478347/Goffman.Frame.Analysis.pdf>
- Hanifah, K. P., Sumartias, S., & Dewi, R. (2022). Pemanfaatan Media Sosial Disparbud dalam Promosi Destinasi Wisata Kabupaten Majalengka. *Jurnal Komunikasi Nusantara*, 4(1), 33–44. <https://doi.org/10.33366/jkn.v4i1.110>
- Harizi, A., & Trebicka, B. (2023). The Integration of Social Media in Integrated Marketing Communication: A Systematic Review and Theoretical Framework. *Academic Journal of Interdisciplinary Studies*, 12(6), 159. <https://doi.org/10.36941/ajis-2023-0161>
- Kotler, P., & Keller, K. L. (2015). *Marketing management* (15. ed). Pearson.
- Kusuma, R. X., & Kurniawan, B. K. (2024). The Impact of Brand Identity on the Formation of the Interior Concept of Splendid Inn Malang Hotel: Design Thinking Method. *Indonesian Journal of Visual Culture, Design, and Cinema*, 3(1), 213–222. <https://doi.org/10.21512/ijvcdc.v3i1.11700>
- Lavidge & Steiner. (1961). *A model for predictive measurements of advertising effectiveness*. *Journal of Marketing*.
- Lianto, T. J., & Harianto, E. (2024). The Influence of Product Quality, Event Marketing, and Word-of-Mouth On Repurchase Intention Mediated by Purchase Decision. *Dinasti International Journal of Education Management And Social Science*, 5(6), 1886–1897. <https://doi.org/10.38035/dijemss.v5i6.2915>
- Salam, M. D. (2020). Brand Experience: A Review of 39 Years of Research Development. *TIJAB (The International Journal of Applied Business)*, 4(2), 157–167. <https://doi.org/10.20473/tijab.V4.I2.2020.157-167>
- Schultz. (1993). Integrated Marketing Communication. In *Wiley International Encyclopedia of Marketing*. John Wiley & Sons, Ltd. <https://doi.org/10.1002/9781444316568.wiem04001>
- Setiawan, R., Wibisono, D., & Purwanegara, M. S. (2022). Defining Event Marketing as Engagement-Driven Marketing Communication. *Gadjah Mada International Journal of Business*, 24(2).

Tamin, J., Robiani, B., Teguh, M., & Mukhlis, M. (2024). Food And Beverage Industry Sector Linkages In Indonesia. *Equity: Jurnal Ekonomi*, 12(1), 83–94.
<https://doi.org/10.33019/equity.v12i1.2844>