

DAFTAR PUSTAKA

- A.M, Morissan. 2010. Periklanan komunikasi pemasaran terpadu, Jakarta: Penerbit Kencana
- Aaker A. David (2018). Manajemen Ekuitas Merek, Jakarta: Mitra Utama.
- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of marketing research*, 34(3), 347-356.
- Alicia, M. (2013). *ANALISIS KINERJA STORYTELLING TERHADAP BRAND EQUITY PADA PRODUK MINUMAN BERKARBONASI MEREK COCA COLA* (Doctoral dissertation, Universitas Pendidikan Indonesia).
- Clara, S., & Barbosa, B. (2021). People Make Places, What Do Stories Do?: Applying Digital Storytelling Strategies to Communicate the Identity of Cities and Regions. In *Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines* (pp. 79-99). IGI Global.
- Denis McQuail. 1987. *Mass Communication Theory (Teori Komunikasi Massa)*. Jakarta: Erlangga.
- Elango, D., & Thansupatpu, V. (2020). The Factors Affecting Local Brand Perfume Packaging on Consumers Purchase Decision in Bangkok. *Journal of Management, Economics, and Industrial Organization*, 4(2), 59-76.
- Escalas, J.E. (2004). Narrative Processing: Building Consumers Connections to Brands. *Journal of Consumer Psychology*, 14(1- 2):168-180
- Figueiredo, J., & Eiriz, V. (2020). Fragrances' luxury brand extension: consumer behaviour and influences. *EuroMed Journal of Business*, 16(2), 241-258.
- Hanisa, H. (2016). *ANALYSIS OF MAIN CHARACTER, PLOT AND CONFLICT IN THE NOVEL THE WITCH OF PORTOBELLO BY PAULO COELHO* (Doctoral dissertation, Universitas Mataram).

- Heider, Fritz. 1958. *The Psychology of Interpersonal Relations*, New York: Wiley
- Jakpat. 2022. 7 Brand Parfum Lokal Paling Diminati, Ada Parfum Favoritmu?.
<https://jakpat.net/info/7-brand-parfum-lokal-paling-diminati-ada-parfum-favoritmu/>. (Diakses tanggal 8 September 2022)
- Kaufman, B. (2003). Stories that Sell, Stories that Tell: Effective storytelling can strengthen an organization's bonds with all of its stakeholders.(Communication). *Journal of Business Strategy*, 24(2), 11-16.
- Kelley, H. H., & Michela, J. L. (1980). Attribution theory +333 and research. *Differences*, 457–501.
- Kotler, Keller. (2009). *Manajemen Pemasaran*. Penerbit Erlangga. Jakarta
- Kotler, Philip & Gary Armstrong. 2008. *Prinsip-Prinsip Pemasaran*. Erlangga. Jakarta.
- Margariti, J., Rangelcroft, S., Parry, S., Wendt, D. E., & Van Loon, A. F. (2019). Anthropogenic activities alter drought termination. *Elementa: Science of the Anthropocene*, 7.
- Nurhayati, A. (2021). Analisis Implementasi Visual Storytelling Marketing dan Brand Trust serta Pengaruh Terhadap Minat Beli Kosmetik Wardah pada Mahasiswa Di Purwakarta. *Eqien-Jurnal Ekonomi dan Bisnis*, 8(2), 108-116.
- Peter J. Paul & Jerry C. Olson. 2000. *Consumer Behaviour: Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Penerbit Erlangga
- Phan, M., Thomas, R., & Heine, K. (2011). Social media and luxury brand management: The case of Burberry. *Journal of Global Fashion Marketing*, 2(4), 213-222.
- Prasabella, Ria. 2021. Pengaruh Sosial Media dan Word of Mouth Terhadap Keputusan Pembelian Parfum MJ di Kota Medan

- Pravitaswari, N. (2018). *PENGARUH STORYTELLING MARKETING TERHADAP BRAND EQUITY DAN KEPUTUSAN PEMBELIAN (Survei Pada Video Iklan Allure Matcha Latte Story Di Youtube)* (Doctoral dissertation, Universitas Brawijaya).
- Rahayu, Arfyana. 2022. Industri Parfum Lokal Semakin Semerbak Wanginya. <https://industri.kontan.co.id/news/industri-parfum-lokal-semakin-semerbak-wanginya?page=2>. (Diakses tanggal 8 September 2022)
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748-1768.
- Salzer-Mörling, M., & Strannegård, L. (2004). Silence of the brands. *European journal of marketing*. 38 (1/2), 224-238
- Silayoi, P., & Speece, M. (2007). The importance of packaging attributes: a conjoint analysis approach. *European journal of marketing*, 41(11/12), 1495-1517.
- Smeda, N., Dakich, E., & Sharda, N. (2014). The effectiveness of digital storytelling in the classrooms: a comprehensive study. *Smart Learning Environments*, 1, 1-21.
- Statista Research Department. 2022. Revenue of the fragrance market in Indonesia from 2013 to 2026. <https://www.statista.com/forecasts/1214234/indonesia-revenue-fragrance-market>
- Sugiyono. 2010. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Sujarweni, V. Wiratna. 2014. *Metode Penelitian: Lengkap, Praktis, dan Mudah Dipahami*. Yogyakarta: Pustaka Baru Press.
- Tashandra, Nabilla. 2020. Parfum Lokal HMNS Ciptakan Aroma yang 'Nempel' di Ingatan. <https://lifestyle.kompas.com/read/2020/08/10/114006420/parfum-lokal-hmns-ciptakan-aroma-yang-nempel-di-ingatan?page=all> . (Diakses tanggal 8 September 2022)

Yuniamartha, R. A. (2021). Pengaruh Persepsi Konsumen dan Citra Produk Terhadap Keputusan Pembelian Produk Kosmetik Emina (Studi kasus pada Remaja di Surabaya) (Doctoral dissertation, Universitas 17 Agustus 1945 Surabaya).