

DAFTAR PUSTAKA

- Black, A. (2004). Integrated Marketing Communication: The Importance of Consistency in All Forms of Communication.
- Bogdan, R., & Taylor, S. J. (1990). Looking at the bright side: A positive approach to qualitative policy and evaluation research. *Qualitative Sociology*, 13(2), 183–192. <https://doi.org/10.1007/BF00989686>
- Basu Swastha. 2002. Manajemen Pemasaran. Edisi Kedua. Cetakan Kedelapan. Jakarta: Penerbit Liberty.
- Deshpande, S. (2015). Integrated Marketing Communications and Its Alignment with Other Marketing Elements.
- Effendy, O, U. (2019) Ilmu Komunikasi teori dan praktek. Bandung: PT REMAJA ROSDAKARYA.
- Ekhsandy, N, A. (2024). Penerapan Strategi IMC (Integrated Marketing Communications) pada Sukoharjo Hybrid Expo 2022.
- Griffin, E. M. (2006). Communication Theories: An Introduction.
- Hamzah, Erland, Radja, & Azhari, Rahmat, Reza. (2019). Konsep Intergrated Marketing Communication Dalam Meningkatkan *Brand Image* Hotel Grand Sahid Jaya Jakarta.
- Hartley, B., & Pickton, D. (1999). Integrated Marketing Communications: Analyzing the Harmonization of Various Promotional Activities.
- Keller, K. L. (2001). Personal Selling: Building Long-Term Relationships with Customers.
- Kotler, P., & Armstrong, G. (2002). Principles of Marketing.
- Laurie, S., & Mortimer, K. (2019). Effective Public Relations in Strengthening the Message and Building Trust.
- Littlejohn, S. W., & Foss, K. A. (2011). Theories of Human Communication.
- Liyushiana, & Tondang, B (2022). Strategi Komunikasi Pemasaran Terpadu Hotel Labersa Balige
- Muna, C, N. (2020). Integrated Marketing Communication pada Heri Pemad Management Studi Kasus International ARTJOG MMXIX

- Mussry, J. (2007). The Matrixes: Virtual Worlds and Marketing Strategies.
- Panigrahi, A., & Aware, K. (2018). Direct Marketing Strategies in the Pharmaceutical Industry.
- Riadi, Edi. 2011. Statistika Penelitian Analisis Manual Dan IBM SPSS, Jogjakarta
- Riadi, m. (2020). *Analisis SWOT (Pengertian, Tujuan, Aspek, Kuadran, dan Matriks)*. Analisis SWOT (Pengertian, Tujuan, Aspek, Kuadran, dan Matriks).
- Schulzt, D.E. and Schultz, H.F. (2004), IMC the next generation: five steps dor delivering value and measuring returns using marketing communication, McGraw-Hill.
- Terenteva, & Pavelchuk. (2021). Integrated Marketing Communication Strategies and Their Impact on Brand Awareness.