

REFERENCES

- Agustina, F., V. (2013). *Pengembangan alat evaluasi menyimak apresiatif novel mata pelajaran bahasa Indonesia untul SMP kelas VII semester2*. Retrieved from http://repository.upi.edu/2851/6/S_ING_0907413_Chapter3.pdf. Accessed on May 9th, 2018.
- Andi. 2002. *Macam-macam media promosi*. Retrieved from <http://andy.web.id/macam-macam-media-promosi-2.php>. Accessed on May 2nd, 2018
- Archer, Bruce. (1979). *Design as a Discipline*. Design Studies, Vol 1. Retrieved From <http://web.science.mq.edu.au/~isvr/Documents/pdf%20files/Presence-design-philosophy/DesignScienceResearch.pdf>, Accessed on March 22, 2018.
- Ardiansyah, A. (2017). *Senjang : Warisan Budaya Tak Benda Indonesia dari Musi Banyuasin*. Retrieved from <http://fornews.co/news/senjang-warisan-budaya-tak-benda-indonesia-dari-musi-banyuasin/>
- Ardiansyah, A. (2016). *Pemanfaatan Tradisi Lisan Senjang Musi Banyuasin Sumatra Selatan Sebagai Identitas Kultural*. Jurnal Pembelajaran Bahasa dan Sastra Indonesia, 6(1), 13-21
- Ayawaila, G. R. (2017). *Dokumenter: dari ide hingga produksi* [3rd edition]. Jakarta Pusat, Indonesia: Fakultas Film dan Televisi Institut Kesenian Jakarta.
- Bastian. 2016. Masjid raya sekayu. Retrieved from <https://www.youtube.com/watch?v=ykhleO5AWVQ>
- Bintang TV. 2017. Kota SEKAYU keren abiss. Retrieved from <https://www.youtube.com/watch?v=ERDpHW4HELM>
- Budiarto, R. (2008). *Panduan Ngeblog Menggunakan WordPress*. Yogyakarta: CV. Andi Offset.
- Bouche. 2013. *YouTube: Sarana Promosi dan Pemasaran yang Strategis*. Retrieved from <http://www.info-digitalmarketing.com/2013/10/tentang-website-info-digitalmarketingcom.html>. Accessed on May 16th, 2018.
- Boyce, C., Neale, P. (2006). *Conducting in-depth interviews: a guide for designing and conducting in-depth interviews for evaluation input [e-book]*. Retrieved from

<http://catalogue.safaids.net/publications/conducting-depth-interviews-guide-designing-and-conducting-depth-interviews-evaluation->

Budijono, M. (June, 2017). Cara membuat video: membuat script & storyboard, proses recording, editing video dengan adobe premiere pro [Video file]. Retrieved from <http://www.youtube.com/channel/UCbwg3Yj6LszNoTkPOuw1omg>. Accessed on May 2nd, 2018

Ciampa, Rob., Moore, Theresa., et al. 2016. *What makes a good YouTube videos*. Retrieved from <http://www.dummies.com/how-to/content/what-makes-a-good-youtube-video.html> April,30th, 2018

Eha. (2011, January 11). What a tangled web: Kelebihan dan kekurangan media elektronik dan cetak [Blog-post]. Retrieved from <http://azriepo.blogspot.cp.id/2011/01/kelebihan-dan-kekurangan-media.html>. Accessed on April 26th, 2018

Giant Leap Studio. (2014). *Manfaat Video untuk Bisnis Anda*. Retrieved from <http://giantleapstudio.com/news/manfaat-video-untuk-bisnis-anda>. Accessed on May 16th, 2018.

Gunarto, dan Murtihadi. (1982). *Dasar-dasar Desain*. Jakarta: DEKDIKBUD

Hardt, M. (2006). *Design definition*. Retrieved from <http://www.michaelhardt.com>PDF>lectures> on March 22, 2018

Haryati, S. (2012). *Research and Development (R&D) Sebagai Salah Satu Model Penelitian Dalam Bidang Pendidikan*, 37 (1), 13-14. Retrieved from 118.97.13.60/~utmac/jurnal/index.php/MID/article/viewFile/13/11

Herdiansyah, H. (2015). *Wawancara, Observasi, dan Focus Groups sebagai Instrumen Penggalan Data Kualitatif*. Jakarta: PT RajaGrafindo Persada.

Inpusar, 2016. *Penggunaan Video Sebagai Media Promosi Efektif di Tahun 2016 dan Tahun Mendatang*. Retrieved from <https://komunitas.com/news/66932-penggunaan-video-sebagai-media-promosi-efektif-di-tahun-2016-dan-tahun-mendatang>

Irawan, S. (2015). *Keberadaan Kesenian Senjang Pada Masyarakat Kabupaten Musi Banyuasin Sumatera Selatan* (Magister thesis faculty of Creation and Art, Indonesia Art Institute Surakarta) Retrieved from <http://repository.isi-ska.ac.id/423/1/Tesis%20Irawan.pdf>

Istiqoma, N. (2012). *Pengertian Desain dan Desain Interior Menurut Para Ahli*. Retrieved from

http://www.academia.edu/14729648/Pengertian_Desain_dan_Desain_Interior_Menurut_Para_Ahli

- Kamilah, I. (2012 , April 14). Tahap-tahap Editing [Blog-post]. Retrieved from <http://ichsantikamilah.blogspot.com/2012/04/dasar-dasar-video-editing.html>
- Kusrini. A., and Koniyo. (2007). *Pengertian Perancangan*. Retrieved from http://www.academia.edu/9308770/Pengertian_perancangan on March 22, 2018
- Levy et al., (2013). *The Importance of Cultural Heritage*. Retrieved from <http://www.cultivatingculture.com/2013/04/05/the-importance-of-cultural-heritage/> Accessed on Dec 20th, 2017
- Liu, William. 2016. *Macam-Macam Media Iklan Untuk Promosi Bisnis*. Retrieved from <https://www.creohouse.co.id/macam-macam-media-iklan-untuk-promosi-bisnis/> Accessed on April 2nd, 2018
- MacFarland, Scott. 2014. *7 Reasons to use video in 2014*. Retrieved from http://www.huffingtonpost.com/scott-macfarland/7-reasons-to-use-video-in_b_4537363.html. Accessed on April 12th, 2018
- Madenda, S. (2015). *Pengolahan Citra dan Video Digital*.Unknown: Erlangga.
- Masroni. 2016. Sekayu City From The Sky. Retrieved from <https://www.youtube.com/watch?v=dWNEy-hWEUA>
- Maulana, I. (2010). *Tradisi Lisan Yang Masih Eksis Di Musi Banyuasin*. Retrieved From <https://www.Scribd.Com/Doc/36853886/Tradisi-Lisan-Yang-Kasi-Kasis-Di-Musi-Banyuasin>. Accessed on May 2nd, 2018.
- Noer, Linda. 2014. *Srategi promosi penjualan*. Retrieved from <http://lindanoer.wordpress.com/2014/01/08/strategi-promosi-penjualan/>. Accessed on May 2nd, 2018.
- Nordquist, R. (2017). *Documentation (research)*. Retrieved from <https://www.thoughtco.com/documentation-in-research-1690405> Accessed on Dec 20th, 2017
- Nugroho, S. (2014). *Teknik dasar videografi*. Yogyakarta, Indonesia: CV ANDI OFFSET
- Nugroho, Bayu. 2016. Promotion [Blog-post]. Retrieved from <http://studygrafis.blogspot.co.id/2016/03/promosi.html>. Accessed on May 2nd, 2018

- Prayoga, F.W. (2017). *Begini Proses Tahapan Dalam Pengerjaan Editing Video*. Retrieved from <https://www.ilmugratisgan.net/2017/11/proses-dalam-editing-video.html>
- Rebecca. (2017, July 5). Pentingnya Video Marketing Untuk Bisnis [Blog post]. Retrieved from <https://www.progresstech.co.id/blog/video-marketing-untuk-bisnis/>. Accessed on May 16th, 2018
- Rendyrus. (2011). *Pengertian Observasi*. Retrieved from <https://www.scribd.com/doc/46544248/Pengertian-Observasi> Accessed on 20 December 2017
- RIRISACI Studio. (n.d.). *Strategi Pemasaran Perusahaan dengan Video Iklan*. Retrieved from <http://ririsaci.com/strategi-pemasaran-perusahaan-dengan-video-iklan/>. Accessed on April 22th, 2018.
- Riyanto, Teguh. 2015. Potensi Video Online Sebagai Media Promosi [Blog-post]. Retrieved from <https://zahiraccounting.com/id/blog/potensi-video-online-sebagai-media-promosi/>. Accessed on May 16th, 2018.
- Smansa, Photography. 2017. SBDE-SEKAYU ICON. Retrieved from <https://www.youtube.com/watch?v=oFp5LIMZMsE>
- Sukma. (2017). *Manfaat Menggunakan Video Saat Promosi*. Retrieved from <https://sukmaimers.com/3-manfaat-menggunakan-video-saat-promosi/>. Accessed on March 7th, 2018.
- Suwarna. (2016). *Khazanah Budaya Nusantara*. Yogyakarta: Histokultura
- Tjiptono, F. (2000). *Manajemen jasa*. Yogyakarta: Andi.
- Usman, M. (2015). *How to make a video on youtube Entrepreneur series* [e-book] Retrieved from https://books.google.co.id/books?id=NZP9CwAAQBAJ&pg=PA1&lpg=PA1&dq=How+to+make+a+video+on+youtube.+Mendon+Cottage+Books&source=bl&ots=OqpIsblWh3&sig=4vLCxjEtZ9wDKShXIXCwURxXE&hl=id&sa=X&ved=0ahUKEwiQIN_ftNzYAhXCkpQKHTIzBM8Q6AEIPjAC#v=onepage&q=How%20to%20make%20a%20video%20on%20youtube.%20Mendon%20Cottage%20Books&f=false
- Wahyono, B. (2013). *Pengertian dan Tujuan Promosi*. Retrieved from <http://www.pendidikanekonomi.com/2013/02/pengertian-dan-tujuan-promosi.html>
- Yusuf et al., (2013). *Identitas*. Retrieved from <https://sosiologibudaya.wordpress.com/2013/03/20/identitas/>

Zimmerer. 2002. *Strategic Medium in Small and Medium Enterprises*. Retrieved from
http://books.google.co.id/books?id=LuOlG4aLi3gC&pg=PA249&lpg=PA249&dq=promotion+by+zimmerer+2002&source=bl&ots=otUVsdCG89&sig=OlsBZaJtWLC58VT9oRA5CZnDEho&hl=id&sa=X&ved=0ahUKEwi__o7UgPzNAhUHtY8KHQNUCvYQ6AEIQDAG#v=onepage&q=promotion%20by%20zimmerer%202002&f=false. Accessed on May 2nd, 2018