

## REFERENCE

- Achmadi, Abu and Narbuko, Cholid. (1997). *Metodologi Penelitian*. Jakarta : Bumi Aksara
- Belch, George E. and Belch, Michael A. (2009). *Advertising and promotion :an integrated marketing communication perspective 8th edition*. New York : McGraw-Hill.
- Budijono, M. (June, 2017). Cara membuat video: membuat script & storyboard, proses recording, editing video dengan adobe premiere pro [Video file]. Retrieved from <https://www.youtube.com/channel/UCbwg3Yj6LszNoTkPOuw1Omg>. Accessed on May 2nd, 2018.
- Ciampa R.,et al. (2016) *What makes a good youtube videos*. Retrieved from <http://www.dummies.com/how-to/content/what-makes-a-good-youtube-videos.html>. on April 10, 2018.
- Gaudenzi, Sandra (2013). *The living documentary: from representing reality to co-creating reality in digital interactive documentary*. Retrieved from [http://research.gold.ac.uk/7997/1/Cultural\\_thesis\\_Gaudenzi.pdf](http://research.gold.ac.uk/7997/1/Cultural_thesis_Gaudenzi.pdf) on April 12 2018.
- Hardt, Michael (2006). *The term design*. Retrieved from <http://www.michael-hardt.com/PDF/lectures/design-definition.pdf> on March 20 2018.
- Hariwijaya, M. (2007). *Metodologi dan teknik penulisan skripsi, tesis, dan disertasi*. Yogyakarta : ElMatera.
- Healey, Sandra Cuellar (2013). *Marketing modules series*. Retrieved from <http://publications.dyson.cornell.edu/outreach/extensionpdf/2013/Cornell-Dyson-eb1309.pdf> on April 9 2018.
- Jewitt, Carey (2012). *An introduction to using video for research*. Retrieved from [http://eprints.ncrm.ac.uk/2259/4/NCRM\\_workingpaper\\_0312.pdf](http://eprints.ncrm.ac.uk/2259/4/NCRM_workingpaper_0312.pdf) on April 12 2018.
- Kasmir (2004). *Pemasaran bank*. Jakarta: Prenada Media.
- Marpaung, Happy (2002). *Pengetahuan kepariwisataan*. Bandung : Alfabeta.
- MacFarland, S. (2014). *7 Reasons to use video in 2014*. Retrieved from: [http://www.huffingtonpost.com/scott-macfarland/7-reasons-to-usevideo-in\\_b\\_4537363.html](http://www.huffingtonpost.com/scott-macfarland/7-reasons-to-usevideo-in_b_4537363.html) on March 27 2018.
- Rachmad, S. (2012). *Penelitian kualitatif*. EQUILIBRIUM, vol.: 5, No. 9. Retrieved from <http://yusuf.staff.ub.ac.id/files/2012/11/Jurnal-Penelitian-Kualitatif.pdf> on May, 23 2018.

- Santoso, Ensadi J (2013). *Bikin Video dengan Kamera DSLR*. Jakarta: MediaKita.
- Sugiyono. (2006). *Metode penelitian kuantitatif, kualitatif dan R & D*. Bandung : Alfabeta.
- Sukmadinata, N S. Et al. (2015). *Metode penelitian pendidikan*. Bandung : PT. Remaja Rosda Karya
- Sulistiana, Ayu Amanda (2016). *Designing booklet of museum Sultan Mahmud Badarudin II's collections*. Retrieved from : <http://eprints.polsri.ac.id/2914/3/CHAPTER%20II.pdf> on April 10 2018.
- Tjiptono, Fandy (2002). *Strategi pemasaran Edisi I*. Yogyakarta: Andi Offset.
- Utami, Citra Dwi (2010). *Film dokumenter sebagai media pelestrasi tradisi*. Retrived from [jurnal.isi-ska.ac.id/index.php/acintya/article/download/93/93](http://jurnal.isi-ska.ac.id/index.php/acintya/article/download/93/93) on March 27 2018.
- Yoeti, Oka A (1996). *Pengantar ilmu pariwisata*. Bandung : Penerbit Angkasa.