

## Daftar Pustaka

### Buku :

- Andi, Prastowo. 2011. *Memahami Metode Penelitian: Suatu Tinjauan Teoritis dan Praktis*. Yogyakarta: Ar-Ruzz Media
- Bungin, Burhan. 2007. *Penelitian Kualitatif*. Jakarta: Kencana Prenada Media Grup
- Donald Stephanic and Gammack John. 2007. *Tourism and The Branded City*. England: Ashgate Publishing Limited
- Getz, Donald. 2004. *Event Management and Event Tourism*. Canada: University of Calgary
- Idrus, Muhammad. 2009. *Metode Penelitian Sosial*. Yogyakarta: Erlangga
- Jefkins, Fran. 2004. *Public Relations (Edisi Kelima)*, Jakarta, Erlangga
- Kriyantono, Rakhmat. 2009. *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana
- Lindfield, Allen 2002. *Regional Event Management*. University of Tecnology Sydney dan Asialink
- Noor, Ani. 2009. *Manajemen Event. Cetakan ke-1*. Bandung: Alfabeta.
- Pudjiastuti, Wahyuni. 2010. *Special Event: Alternatif Jitu Membidik Pasar*. Jakarta : PT Elex Media Komputindo
- Rob, Harris, dan Johnny Allen. 2002. *Perencanaan dan Pengelolaan Event dan Festival*. Sidney: University of Technology.
- Sugiyono. 2013. *Metode Penelitian Manajemen*. Bandung: Penerbit Alfabeta
- Swasty, Wirania. 2016. *Branding: Memahami dan Merancang Strategi Merek*. Bandung: PT Remaja Rosdakarya Offset

Tohirin. 2012. *Metode Penelitian Kualitatif Dalam Pendidikan dan Bimbingan Konseling*. Jakarta: PT RajaGrafindo Persada

**Jurnal :**

Kavaratzis , M. 2004. From City Marketing to City Branding: towards a theoretical framework for developing city brands, *Place Branding and Public Diplomacy*, Vol. 1 No. 1, hal 67-69

Kavaratzis, M. And Ashworth, G.J. 2005. City Branding, An effective assertion of identity or a transitory marketing trick?, *Tijdschrift voor Economische en Sociale Geografie*, 96 (5), 506-14.

Kavaratzis, M dan Ashworth. 2007, *Marketing the City of Amsterdam Cities* vol 24 No.1 hal 16-25

Kavaratzis, M. 2008. From City Marketing to City Branding, An Interdisciplinary Analysis with Reference to Amsterdam, Budapest and Athens. Dissertations: University of Groningen.

**Skripsi :**

Raudlatul Jannah, 2010. "*Jember Fashion Carnaval (JFC), Identitas Kota Jember dan Diskursus Masyarakat Jaringan*". Tesis. Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Indonesia, Depok

Karolina Jedras, 2011. "*City Branding The Perception of Milan as a World Fashion Capital.*". Thesis. Milano Fashion City. Milan

Chaerani, Ratu Yulya, 2011. "*Pengaruh City Branding terhadap City Image.*" Other thesis, Universitas Sultan Ageng Tirtayasa

**Majalah:**

Sugiarsono, Joko. 2009. City Branding Bukan Sekedar Membuat Logo dan Slogan. Majalah SWA. Jakarta

**Website:**

[www.ceoforcity.org//research/Branding-your-city](http://www.ceoforcity.org//research/Branding-your-city)

[www.infofky.com](http://www.infofky.com)

[www.artjog.com](http://www.artjog.com)

[www.tasteofjogja.org](http://www.tasteofjogja.org)

[www.Jogjaisimewa.com](http://www.Jogjaisimewa.com)