

DAFTAR PUSTAKA

- Abdullah, Alan Iqbal. (2009). *Manajemen Konferensi Dan Event*. Yogyakarta:Gadjah Mada University Press
- Adhawiyah, R. (2019). Analisis SWOT Pada Penerapan Kantor.
- Auliya, S. P. (2021). Event Marketing Sebagai Strategi Peningkatan Volume Penjualan Kayn Label. *Jurnal Ilmiah Mahasiswa FEB*.
- Beatrix, S. (2006). *I Love Organize: Panduan Praktis Mengelola Event*. Jakarta: Gramedia
- Christine, Budiawan. (2017). Analisis Pengaruh Marketing Mix (7P) terhadap Minat Beli Ulang Konsumen (Studi pada House of Moo,Semarang). *Industrial Engineering Online Journal*.
- David, Fred R. 2003. *Manajemen Strategi Konsep*. PT. Prenhallindo. Jakarta
- Guo Z. F. & Donghee Y. W., 2017. eSports as An Emerging Research Context at CHI: Diverse Perspectives on Definitions. CHI 2017, 6–11 Mei 2017, Denver: USA.
- Ikhsan, M. (2017). Strategi Marketing Communication Melalui Event Dalam Meningkatkan Brand Image Hrian Amanah. In *BMC Public Health*
- Ismail, M. (2017). Analisis Afektivitas Strategi Integrated Marketing Communication guna Meningkatkan Kepuasan Konsumen CV Barisan Nyawiji Meubel Malang.
- Kotler, Philip. Kevin Lane Keller. (2009). *Manajemen Pemasaran*. Jakarta: Indeks.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. New Jersey: Pearson Education Limited.
- Kotler, Philip., and Gary Armstrong. (2016). *Principles of Marketing*, 16th ed. New Jersey: Pearson Education.
- Kotler, Philip., & Kevin Lane Keller. (2011) *Marketing Management*, 14th ed. New York: Pearson Education, Inc.
- Kotler, Philip., & Kevin Lane Keller. (2016) *Marketing Management*, 15th ed. New York: Pearson Education, Inc.
- Naufal Rizky Akbar. (2018). Evaluasi User Experience pada Game Hearthstone dengan Menggunakan Metode Game Experience Questionnaire. *Artikel Pengembangan Teknologi Informasi dan Ilmu Komputer*
- Noor, Any. (2009). *Manajemen Event*. Bandung: Alfabeta,cv.
- Noor, Any. (2013). *Manajemen Event edisi revisi*. Bandung: Alfabeta,cv

- Noor, S. (2014). Penerapan Analisis Swot Dalam Menentukan Strategi Pemasaran Daihatsu Luxio Di Malang: Jurnal Intekna.
- Novisyarmenha, M., & Althalets, F. (2020). *Manajemen Komunikasi Konflik Dinas Pariwisata Kota Samarinda Dalam Penyelenggaraan Event Festival Mahakam Ke Xviii Tahun 2018*. 8, 251.
- Peter J. P. & Donnelly J. H. (2009). *Marketing management: knowledge and skills* (9th McGraw-Hill International). McGraw-Hill Irwin.
- Rahma, A. (2018). Event Sebagai Salah Satu Bentuk Strategi Komunikasi Pemasaran Produk Fashion Nasional (Event Tahunan Jakcloth): *Nyimak (Journal of Communication)*
- Rangkuti, F. (1998). *Analisis SWOT teknik membedah kasus bisnis*. Gramedia Pustaka Utama.
- Seo, Yuri. (2013). *Electronic Sports: A New Marketing Landscape of the Experience Economy*. *Journal of Marketing Management*
- Sirait, Nelly Monika. (2018). *Pengelolaan Special Event Ideafest 2015 Creativity With Purpose Dalam Mendukung Industri Kreatif Indonesia*.
- Sukarna, D. (2011). *Dasar-dasar manajemen*. Bandung: Mandar Maju.
- Sukotjo, Hendri., and Sumanto A. Radix. (2010). *Analisa Marketing Mix-7P (Product, Price, Place, Participant, Process, dan Physical Evidence) terhadap Keputusan Pembelian Produk Klinik Kecantikan Teta di Surabaya: Jurnal Mitra Ekonomi dan Manajemen Bisnis*.
- Supriyanto and Ernawaty. (2010) *Pemasaran Industri Jasa Kesehatan*. Yogyakarta: Andi Offset.
- Syadad. (2008). *POAC (Planning, Organization, Actuating, Controlling): Jurnal MKMI vol.2 no.1*
- Terry, George R. 2009. *Kepemimpinan dalam Manajemen*. Bumi aksara : Jakarta
- Terry, G. R. (2008). *Prinsip-prinsip manajemen*.
- Wagner, Michael.G. (2006). *On The Scientific Relevance of E-Sports on the Conference Paper: Drexel University*.
- Wongleedee, Kevin. (2015). *Marketing Mix and Purchasing Behavior for Communicaty Products at Traditional Markets*. *Procedia – Social and Behavioral Science*.

Buku :

- Wijaya, S. (2021). *Manajemen Event: Konsep dan Aplikasi-Rajawali Pers*. PT. Raja Grafindo Persada. *Manajemen Event: Konsep dan Aplikasi - Rajawali Pers - Serli Wijaya - Google Buku* (Diakses pada 20 Januari 2023)

Lampiran 2

Company Profile



Lampiran 3

Dokumentasi Foto



Lampiran 4

Invoice

No	DESCRIPTION	DATE	QTY	Unit Price (IDR)	Total (IDR)
1	LINE STRIPPING SMALLER	14-01-2022	1	300,000	300,000
	BROADCAST EQUIPMENT				
	<ul style="list-style-type: none"> - PC MONITOR - PC DESKTOP - PRINTER - NETWORK CABLE - SWITCH 				
	LINE STRIPPING ACCESS				
	<ul style="list-style-type: none"> - TRANSMAN - BATTERY SOURCE - HOOKS PLATE - GRAPY PULP-KR-100 - FISHING TORNADO - STANCHION BOX - TRAPAK KALI PANG-0000000000 				
	PLA PERIOD				
	<ul style="list-style-type: none"> - BROADCAST - CABLE CONNECTION - PERIODIC 				
2	LINE STRIPPING MEDIUM FORM	14-01-2022	1	200,000	200,000
	BROADCAST EQUIPMENT				
	<ul style="list-style-type: none"> - PC MONITOR - PC DESKTOP - NETWORK CABLE - SWITCH - CABLE - CABLE - CABLE 				
	BROADCAST EQUIPMENT				
	<ul style="list-style-type: none"> - TRANSMAN - BATTERY SOURCE - HOOKS PLATE - GRAPY PULP-KR-100 - FISHING TORNADO - STANCHION BOX - TRAPAK KALI PANG-0000000000 				
	PLA PERIOD				
	<ul style="list-style-type: none"> - BROADCAST - CABLE CONNECTION - PERIODIC 				

- MONITOR BROADCAST			
- LINE STRIP			
BROADCAST ACCESS			
<ul style="list-style-type: none"> - TRANSMAN - BATTERY SOURCE - HOOKS PLATE - GRAPY PULP-KR-100 - FISHING TORNADO - STANCHION BOX - TRAPAK KALI PANG-0000000000 			
BROADCAST EQUIPMENT			
<ul style="list-style-type: none"> - PC MONITOR - PC DESKTOP - NETWORK CABLE - SWITCH - CABLE - CABLE - CABLE 			
BROADCAST EQUIPMENT			
<ul style="list-style-type: none"> - TRANSMAN - BATTERY SOURCE - HOOKS PLATE - GRAPY PULP-KR-100 - FISHING TORNADO - STANCHION BOX - TRAPAK KALI PANG-0000000000 			
PLA PERIOD			
<ul style="list-style-type: none"> - BROADCAST - CABLE CONNECTION - PERIODIC 			
Grand Total	1	500,000	500,000

Account Manager



Account Manager

Lampiran 5

Lampiran MoU atau kontrak dengan klien



Lampiran 6

Profile *Cient*



POLRES Kab. Bantul



Bank BRI



Bento Kopi DIY



**Kopi Cogor
Maguwoharjo**



**Jawara Community
DIY**



**Amikom Esports
Yogyakarta**



Plus Enam Dua Coffee



UniPin



Dua Masa Coffee



Lokate