

## DAFTAR PUSTAKA

1. *Franky, Hetty & Mey, Dasar-Dasar Kewirausahaan Teori Dan Praktik, Indeks, Jakarta, 2016, Hlm. 99.*
2. *Franky, Hetty & Mey, Dasar-Dasar Kewirausahaan Teori Dan Praktik, Indeks, Jakarta, 2016, hlm. 100-101*
3. *Mas'ud Machfoedz, Kewirausahaan, BPF, Yogyakarta, 2005, hlm. 112-113 Alex S. Nitisemito, 1991, Manajemen Personalia (Manajemen Sumber Daya Manusia), Jakarta.*
4. *Basu Swasta DH. Dan Irawan. Manajemen Pemasaran Modern. Edisi Kedua. Yogyakarta: Liberty, 1986. Rangkuti, Freddy (2002), Measuring Customer Satisfaction, Penerbit PT Gramedia Pustaka Utama, Jakarta*
5. *Kriyantono, Rachmat. 2014. Teknik Praktis Riset Komunikasi. Jakarta : Prenadamedia Group*
6. *Allen , Zook , Profit From the Core : Growth Strategy in an Era of Turbulence , United States : Harvard ,2001*

Melalui situs pembelajaran :

1. <https://www.ekrut.com/media/rebranding-adalah>
2. <https://accurate.id/bisnis-ukm/rebranding/>
3. <https://marketing.co.id/mengapa-harus-rebranding/>
4. <https://www.diedit.com/arti-warna-abu-abu/>  
<https://www.ekomarwanto.com/2012/04/teori-penentuan-harga.html>
5. [http://binadarma.ac.id/Ema\\_siCapung/?p=73#:~:text=Dikembangkan%20oleh%20John%20Greene%2Cteori,kandungan%20pengetahuan%20dan%20pengetahuan%20procedural.](http://binadarma.ac.id/Ema_siCapung/?p=73#:~:text=Dikembangkan%20oleh%20John%20Greene%2Cteori,kandungan%20pengetahuan%20dan%20pengetahuan%20procedural.)
6. <http://pps.uny.ac.id/berita/metakognisi-dan-tiga-tipe-pengetahuan.html#:~:text=Pengetahuan%20prosedural%20adalah%20pengetahuan%20bagaimana,dan%20bagaimana%20prosedur%20menentukan%20momentum>
7. <https://ojs.uajy.ac.id/index.php/jik/article/view/248>
8. <https://www.dqlab.id/teknik-triangularisasi-dalam-pengolahan-data-kualitatif>
9. <https://penerbitdeepublish.com/metode-penelitian-kualitatif/>
10. <https://hot.liputan6.com/read/4032771/mengenal-jenis-penelitian-deskriptif-kualitatif-pada-sebuah-tulisan-ilmiah>
11. <https://www.kanal.web.id/pengertian-brand-branding-dan-rebranding-perusahaan>
12. <https://redcomm.co.id/knowledges/5-hal-penting-sebelum-anda-melakukan-rebranding?readmore=true>
13. <https://redcomm.co.id/knowledges/tips-membangun-branding-produk-yang-melekat-di-benak-pelanggan?readmore=true>
14. <https://www.dewimagazine.com/news-art/deretan-brand-ini-miliki-identitas-baru-melalui-re-branding>
15. <https://www.daya.id/usaha/artikel-daya/operasional/pengertian-brand-dan-strategi-branding-produk-yang-benar>
16. <https://accurate.id/marketing-manajemen/apa-itu-branding/>
17. <https://www.jojonomic.com/top-of-mind/>

18. <https://www.qubisa.com/article/komunikasi-internall>
19. <https://glints.com/id/lowongan/strategi-penetapan-harga/#.YtjIxrZBxqw>