

DAFTAR PUSTAKA

- Astuti, A. W., Sayudin, & Muharam, A. (2023). *PERKEMBANGAN BISNIS DI ERA DIGITAL*. <https://jmi.rivierapublishing.id/index.php/rp>
- Ayu Anggraini, C., Perbawasari, S., & Ryanto Budiana, H. (2018). CYBERBRANDING SEBAGAI UPAYA MEMBANGUN BRAND AWARENESS SHOPEE INDONESIA 1). *Commed : Jurnal Komunikasi Dan Media*, 2.
- Farrel, F. (2022). *Penulisan Script Dalam Pembuatan Video Company Profile Sebagai Media Promosi Dan Informasi Perusahaan Apronesia*.
- Firmansyah, A. (2019). *PEMASARAN PRODUK DAN MEREK (PLANNING & STRATEGY)*. CV. Penerbit Qiara Media.
- Hesniati, H., & Ellen, E. (2024). Pembuatan Company Profile pada PT Win Keramindo Jaya. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 5(1), 1414–1425. <https://doi.org/10.55338/jpkmn.v5i1.2353>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kartikadarma, E., Setyawati, V. A. V., & Tristiarini, N. (2019). Penerapan dan Efektivitas Cyber Branding Sebagai Media Promosi Penjualan di Kalangan Mahasiswa. *VIVABIO*, 1(2), 15–21.
- Katz, J. E., & Rice, R. E. (2002). *Social Consequences of Internet Use: Access, Involvement, and Interaction*.
- Kusumo, F. (2019). *Perancangan Video Company Profile Sebagai Media Promosi dan Informasi Pada Toko Citra Meubel Semarang* (Vol. 12, Issue 1).
- Kusumo, M. R. A. (2023). *Video Company Profile Dalam Media Digital* *Dokortj Digital Institute Tegal* [Politeknik Harapan Bersama]. <http://eprints.poltektegal.ac.id/3821/>
- Ningsih, Y. A., Agus, E., & Oemar, B. (2021). PERANCANGAN COMPANY PROFILE PT WIRADECON MULTI BERKAH SEBAGAI MEDIA PROMOSI. *Jurnal Barik*, 2(3), 97–110. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Ramadayanti, F. (2019). Jurnal Studi Manajemen dan Bisnis Peran Brand Awereness Terhadap Keputusan Pembelian Produk. In *JSMB* (Vol. 6, Issue 2). <http://journal.trunojoyo.ac.id/jsmb78>
- Sitorus, S. A., Romli, N. A., Tingga, C. P., Sukanteri, N. P., Putri, S. E., Gheta, A. P. K., Wrdhana, A., Nugraha, K. S. W., Hendrayani, E., Susanto, P. Ch., Primasanti, Y., & Ulfah, M. (2022). *Brand Marketing: The Art Of Branding* (A. Sudirman, Ed.). Penerbit Media Sains Indonesia.

Wardhana, A., Sari, D. C., Darwin, M., Sulaiman, E., Rahmawan, G., Ridhwan, M., Hastutik, S., Poltak, H., & Sangadji, S. S. (2021). Manajemen Pemasaran. Media Sains Indonesia.

WEBSITE

bisnis.com. (n.d.). *Inti Solar Kembali Lanjutkan Ekspansi dengan Buka Cabang di Bandung*. Retrieved October 24, 2024, from <https://bandung.bisnis.com/read/20240206/550/1738826/inti-solar-kembali-lanjutkan-ekspansi-dengan-buka-cabang-di-bandung>

blibli.com. (n.d.). *Lampu Studio*. Retrieved October 23, 2024, from <https://www.blibli.com/p/paket-lampu-shooting-video-light-original/ps--TAS-70265-00552>

bola.com. (2022). *Pengertian Ekspansi Menurut Para Ahli, Macam, dan Jenisnya*. <https://www.bola.com/ragam/read/4945653/pengertian-ekspansi-menurut-para-ahli-macam-dan-jenisnya>

google.com. (n.d.). *Kantor Inti Solar*. Retrieved October 22, 2024, from https://lh3.googleusercontent.com/p/AF1QipOGhz9cSrU3k4ovl3DxMfs7PHbitmE_c0-ZVnX0=s1360-w1360-h1020

Humas Indonesia.id. (2024). *Kenali 4 Tingkatan "Brand Awareness."* <https://www.humasindonesia.id/berita/kenali-4-tingkatan-brand-awareness--1795>

instagram.com. (n.d.). *Instagram Inti Solar*. Retrieved October 24, 2024, from <https://www.instagram.com/intisolar/>

intisolar.com. (n.d.). *Website Resmi Inti Solar*. Retrieved October 24, 2024, from <https://intisolar.com/>

jete.id. (n.d.). *Holder JETE Tripod*. Retrieved October 16, 2024, from <https://jete.id/product/holder-jete-h11-tripod/>

jpckemang.com. (n.d.). *Gimbal Stabilizer*. Retrieved October 16, 2024, from <https://www.jpckemang.com/product/gimbal-stabilizer/gimbal-stabilizer-and-rigs/feiyutech-gimbal-for-smartphone/feiyu-vimble-3-handheld-3-axis-smartphone-gimbal-stabilizer-with-tripod>

manualslib.com. (n.d.). *Mirrorless Camera*. Retrieved October 17, 2024, from <https://www.manualslib.com/manual/894628/Sony-A-5100-Ilce-5100.html>

property.birulangit.info. (n.d.). *Bangunan Pabrik dan mesin eks PT. Wira Paper di Tangerang*. Retrieved October 23, 2024, from <https://property.birulangit.info/property-type/pabrik/>

shopee.co.id. (n.d.). *Saramonic Blink*. Retrieved October 16, 2024, from <https://shopee.co.id/Saramonic-Blink-500-B1-Wireless-Microphone-i.30194339.4981731556>

trenasia.com. (n.d.). *5 Tanda Anda Berhasil Temukan Pekerjaan yang Tepat dan Sempurna*. Retrieved October 24, 2024, from <https://www.trenasia.com/5-tanda-anda-berhasil-temukan-pekerjaan-yang-tepat-dan-sempurna>

ubuy.co.id. (n.d.). *Mini Drone*. Retrieved October 16, 2024, from <https://www.ubuy.co.id/id/product/8JSC8X29M-dji-mini-3-pro-dji-rc-lightweight-and-foldable-camera-drone-with-4k-60fps-video-48mp-photo-34-min-flight-time-tri-directional-obstacle>

wbl.pixel-online.org. (n.d.). *Video Interview*. Retrieved October 17, 2024, from <https://wbl.pixel-online.org/video-lessons.php>

youtube.com. (n.d.). *YouTube Inti Solar Indonesia*. Retrieved October 24, 2024, from <https://www.youtube.com/@intisolarindonesia/videos>

