

## DAFTAR PUSTAKA

### A. Buku

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### B. Internet

12 Types of TV Ads, and 8 Types of Web Banners. (2007). Idfive 2007. Diambil dari <https://idfive.com/ideas/12-types-of-tv-ads-and-8-types-of-web-banners/>

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### **C. Wawancara**

Wawancara dengan Ibu Desi Prisilia selaku *Product Executive* Mirabella

Wawancara dilakukan pada hari Kamis, 27 September 2018, pk. 10:30 di Head Office PT. Martino Berto Tbk yang berada di Jl. Pulo Kambing II/1 Kawasan Industri Pulo Gadung, Jakarta.

Wawancara dengan Vinna Zhang selaku *Freelance Makeup Artist*

Wawancara dilakukan pada hari Sabtu, 6 Oktober 2018 di Starbucks Coffee yang terletak di Jl. Surya Sumantri No.76, Bandung.

### **D. Jurnal**

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