

DAFTAR PUSTAKA

- Acaraki. (n.d.). *TENTANG ACARAKI*. Acaraki.Com.
- Adji, P. S., & Wahyuningsih, N. (2018). Kain Lurik: Upaya Pelestarian Kearifan Lokal. *Atrat*, 6(2).
- Afianto, D. T. (2014). Selendang Lurik. *Jurnal Kriya Seni*, 11(2).
- Alnasuan, A. (2016). Color Psychology. *American Research Journal of Humanities and Social Sciences*, 2, 1–6.
- Ambrose, G., & Harris, P. (2011). *Packaging the Brand: The Relationship Between Packaging Design and Brand Identity*.
<https://doi.org/10.5040/9781350096516>
- Ani Marwati, T., Laela Hayu Nuraeni, Mk., & dr Widea Rossi Desvita, A. (n.d.). *KESEHATAN JIWA IBU dan OBAT TRADISIONAL*.
- Army, R. (2018). *Jamu Ramuan Tradisional Kaya Manfaat*. Kementerian Pendidikan dan Kebudayaan, Badan Pengembangan dan Pembinaan Bahasa.
- Asiah, N., & Djaeni, M. (2021). *Konsep dasar pengeringan pangan* (Nurenik, Ed.). AE Publishing.
- Black, A. (2017). *Information Design: Research and Practice* (1st ed.). Routledge.
- Bram, H. Van. (2024, February 15). *Magenta*. Color Psychology.
- Chaudhary, V. (2018). *Beverages Processing and Technology*. Scientific Publishers.
- Cheshire, D. (2010, March 10). *How to Use a Morphological Matrix to Generate Ideas*. Innovation Management.

- Cunningham, M. K. (2017). The Value of Color Research in Brand Strategy. *Open Journal of Social Sciences*, 05(12). <https://doi.org/10.4236/jss.2017.512014>
- Damajanti, M. N. (2016). The vernacular typography of street vendors: Migrant cultural identity in surabaya. *International Journal of Visual Design*, 10(4). <https://doi.org/10.18848/2325-1581/cgp/v10i04/17-28>
- Dundes, A. (1984). DEFINING IDENTITY THROUGH FOLKLORE. *Journal of Folklore Research*, 21, 149–152.
- Gad, D. (2018). *Information Design of Public Documents: Applying Gestalt Principles to Improve User Understanding*.
- Ganon, C. C. (2018). *Cultural investigation on typography in branding in the United States and in Brazil*. <https://ir.library.louisville.edu/honors>
- Graham, L. (2008). Gestalt Theory in Interactive Media Design. *Journal of Humanities & Social Sciences*, 2(1).
- Hanum, M. (2021). *Pengobatan Tradisional Dengan Jamu Ala Kraton Sebagai Warisan Turun Temurun* (1st ed.). Andi Publisher.
- Heller, S., & Anderson, G. (2016). *The Typography Idea Book*. Laurence King.
- Hidayat, A., & Shofa, R. N. (2016). Seri Sains dan Teknologi SELF ORGANIZING MAPS (SOM) SUATU METODE UNTUK PENGENALAN AKSARA JAWA. *Jurnal Siliwangi*, 2(1).
- Inneke, L. E. (2019). *MUSEUM JAMU TRADISIONAL DI DESA WISATA SENTRA JAMU GENDONG, KABUPATEN BANTUL, DIY*.

- Isnawati, D. L., & Sumarno. (2021). Minuman Jamu Tradisional Sebagai Kearifan Lokal Masyarakat Di Kerajaan Majapahit Pada Abad Ke-14 Masehi. *AVATAR*, 11(2).
- Istiqomah, A. D., Dewanti, A. A. P., Izzalqurny, T. R., & Firmansyah, R. (2022). Analisis Studi Kelayakan Bisnis Jamu Tradisional (Handmade). *Prosiding National Seminar on Accounting, Finance, and Economics*, 2(1).
- Javani, A., Khazaei, M., & Kolahkaj, M. (2017). Representational Approaches in Graphic Design. *The Scientific Journal of NAZAR Research Center (Nrc) for Art, Architecture & Urbanism*, 14(50).
- Khisti, N. (2021). Potensi Daerah Sebagai Pelestari Jamu Dalam Program Feature “Selangkah Ke Seberang” Episode “Tamu Kota Jamu” Di Nguter Sukoharjo. In *Artikel Jurnal*. Institut Seni Indonesia Yogyakarta.
- Kolbl, Ž., Konečnik Ruzzier, M., & Kolar, T. (2015). Brand Revitalization: Don't Let Your Brands Turn into Sleepyheads. *Central European Business Review*, 4(2). <https://doi.org/10.18267/j.cebr.121>
- Kusniadji, S. (2016). Strategi Komunikasi Pemasaran Dalam Kegiatan Pemasaran Produk Consumer Goods (Studi Kasus Pada PT Expand Berlian Mulia Di Semarang). *Jurnal Komunikasi*, 8(1).
- Kusumo, A. R., Wiyoga, F. Y., Perdana, H. P., Khairunnisa, I., Suhandi, R. I., & Pratika, S. S. (2020). JAMU TRADISIONAL INDONESIA: TINGKAT KANIMUNITAS TUBUH SECARA ALAMI SELAMA PANDEMI. *Jurnal Layanan Masyarakat (Journal of Public Service)*, 4. <https://doi.org/10.20473>

- Landa, R. (2010). *Graphic Design Solutions Fourth Edition* (Fourth Edition). Clark Baxter.
- Lazard, A. J., Pikowski, jessica, Horrell, L., Chornacchione, J., Noar, S. M., & Sutfin, E. L. (2019). *Adolescents' and Young Adults' Aesthetics and Functionality Preferences for Online Tobacco Education*.
<https://doi.org/10.1007/s13187-019-1475-4>
- Lia Isnawati, D. (2021). MINUMAN JAMU TRADISIONAL SEBAGAI KEARIFAN LOKAL MASYARAKAT DI KERAJAAN MAJAPAHIT PADA ABAD KE-14 MASEHI. In *Journal Pendidikan Sejarah* (Vol. 11, Issue 2).
<https://www.google.com./amp/s/www.goodnewsfromindonesia.id/2017/0>
- Lichtman, M. (2013). *Qualitative Research in Education: A User's Guide, Third Edition* (3rd ed). SAGE Publications.
- Mark, J. J. (2018, January 8). Color in Ancient Egypt. *World History Encyclopedia*.
- Martin, Bella., & Hanington, Bruce. (2012). *Universal methods of design : 100 ways to research complex problems, develop innovative ideas, and design effective solutions*. Rockport Publishers.
- Metili, L.-S. (2023). Aida Communication Model on Social Media Platforms: Assessing the Hierarchical Order and Its Applicability on Purchasing Behavior of Students in Higher Learning Institutions. *International Journal of Bussines Management and Economic Review*, 6(03).
- Mohamed, K., & Adiloglu, F. (2023). Analyzing the Role of Gestalt Elements and Design Principles in Logo and Branding. *SSRG International Journal of Communication and Media Science* , 10(2).

- Mubarok, F. S. (2023). Penerapan Prinsip Gestalt Dalam Desain Visual Untuk Meningkatkan Memori Dan Pemahaman Pesan. *Jurnal Ilmiah Komunikasi Makna*, 11(2). <https://doi.org/10.30659/jikm.v11i2.33002>
- Nurbaidah, S. (n.d.). *Prosiding Seminar Nasional Linguistik dan Sastra (SEMANTIKS) TRADITIONAL JAVANESE HERBAL MEDICINE NAMING SYSTEM*. <https://jurnal.uns.ac.id/prosidingsemantiks>
- Oyserman, D., Elmore, K., & George, S. (2012). Self, self-concept, and identity. In M. R. Leary & J. P. Tangney (Eds.), *Handbook of Self and Identity* (2nd ed., pp. 69–104). Guilford.
- Perdana, A. B. (2020). Ragam Langgam Aksara Jawa dari Manuskrip hingga Buku Cetak. *Journal Manassa*, 10(1).
- Purborani, L. H. (2010). *GALERI LURIK DI KLATEN*.
- Rahmy Ayu Wulandari, R. A. (2014). Etnobotani Jamu Gendong Berdasarkan Persepsi Produsen Jamu Gendong di Desa Karangrejo, Kecamatan Kromengan, Kabupaten Malang). *Jurnal Biotropika*, 2(4).
- Rajagopal, R., & Sanchez, R. (2004). Conceptual analysis of brand architecture and relationships within product categories. *Journal of Brand Management* .
- Ray Janson Radio. (2023). #332 MARI MENJAMU INDONESIA WITH NOVA DEWI SUWE ORA JAMU | RAY JANSON RADIO. Youtube.
- Redaksi. (2022, April 13). *Jamu Diusulkan Jadi WBTB ke UNESCO*. Jurnal Indonesia.
- Ridout, L. (2014). SHOWING SAYING: ON SPEECH BALLOONS. *Semiotics and Visual Communication: Concepts and Practices*.

- Saniscara, P. (2021). INDONESIA'S LOCAL CONTENT REPRESENTATION IN ASIAN GAMES 2018 MASCOT DESIGN. *VCD Journal of Visual Communication Design*, 05(01).
- Setiawan, F. (2019). *Budaya Visual Nusantara dalam Dimensi Baru*. 177–183.
- Sigap Rosadi, J., Nurwahid, H., Muhammad, F., Putra, A., Studi Pendidikan Jasmani, P., & Keguruan Dan Ilmu Pendidikan, F. (2023). INOVASI MINUMAN JAMU MILENIAL DARI BAHAN REMPAH. *Community Development Journal*, 4(2), 4990–4993.
- Soegard, M. (2015, July 5). *Gestalt principles of form perception*. Interaction Design Foundation.
- Soegaard, M. (2020, August 16). *Repetition, Pattern, and Rhythm*. Interaction Design Foundation.
- Sri Widiyaningsih, D. (2022). *PUBLICIANA VOLUME 15 NO 01 Makna Kafe Bagi Remaja Milenial Sebagai Bentuk Citra Diri Di Media Sosial Meaning Of Café For Millennial Youth As A Form Of Sel-Image On Social Media*. <https://doi.org/10.36563/p>
- Sudarmanto, J. A., & Pujiyanto. (2023). Fetish of sneakers and youth lifestyle simulation representation in Indonesia. *Aisthesis Pratiche Linguaggi e Saperi Dell'estetico*.
- Sukini. (2018). *Jamu Gendong, Solusi Sehat Tanpa Obat* (D. A. Erinita, Ed.). Badan Pengembangan dan Pembinaan Bahasa.
- Sumarni, W., Sudarmin, S., & Sumarti, S. S. (2019). The scientification of jamu: A study of Indonesian's traditional medicine. *Journal of Physics: Conference Series*, 1321(3). <https://doi.org/10.1088/1742-6596/1321/3/032057>

Sutana, I. G., & Dwipayana, A. A. P. (2020). Perilaku Konsumsi Jamu Tradisional Di Tengah Pandemi Covid-19. In *COVID-19: Perspektif Agama dan Kesehatan*.

Sutanto, S. M., Budiwaspada, A. E., & Rudiyanto, G. (2020). MERCHANDISE SEBAGAI PENDUKUNG VISUAL BRANDING UNTUK KEKAYAAN INTELEKTUAL LOKAL. *Jurnal Seni & Reka Rancang*, 2(2).

Syarif, A. R. (2018). *SEMIOTIKA*.

Todorovic, D. (2008). Gestalt principles. *Scholarpedia*, 3(12).
<https://doi.org/10.4249/scholarpedia.5345>

Wheeler, A. (2013). *Designing Brand Identity*.

Yulianti, S., & Endraswara, S. (n.d.). *TEMBANG CAMPURSARI SUWE ORA JAMU DALAM MASYARAKAT JAWA KARYA WALDJINAH (KAJIAN ETNOGRAFI)*.

