

DAFTAR PUSTAKA

- Adams, S. (2008). *Masters of Design: Logos & Identity*. Rockport.
- Airey, D. (2019). *Identity Designed*. QuartoKnows.
- Bishop, R., Boo, S., Cruz, M. R., & Gadea, L. (2020). *Fundamentals of Character Design How to Create Engaging Characlustration, Animation & Visual Development - 3dtotal Publishing - PDF Room*.
- Cheshire, D. (n.d.). *How to Use Morphological Matrix to Generate Ideas*. Retrieved December 5, 2024, from <https://innovationmanagement.se/2010/03/10/how-to-use-a-morphological-matrix-to-generate-ideas/>
- Dodhia, Z. (2021, August 23). *How Unique Should Your Logo Be?* <https://www.forbes.com/councils/forbesbusinesscouncil/2021/08/23/how-unique-should-your-logo-be/>
- Gunarso, P., Hananto, B. A., & Suwanto, K. M. (2023). Perancangan Ulang Identitas Visual & Kemasan “Omah Rempyek Maheswari.” *Jurnal Strategi Desain Dan Inovasi Sosial*, 4(2), 104. <https://doi.org/10.37312/jsdis.v4i2.6725>
- Harianto, M. (2024, March 2). *Kemenperin: Industri makanan-minuman penopang ekonomi Indonesia*. Antaranews. <https://www.antaranews.com/berita/3992028/kemenperin-industri-makanan-minuman-penopang-ekonomi-indonesia>
- Islam, M. A., & Wijaya, K. R. A. (2023). *Perancangan Identitas Visual Djoeragan Kue Lekker Surabaya*.
- KBBI. (n.d.). *KBBI Hampers*. KBBI. Retrieved October 31, 2024, from <https://kbbi.kemdikbud.go.id/entri/hamper>

- Landa, R. (2019). *Graphic Design Solutions* (Sixth). Cengage.
- Limanseto, H. (2022, October 1). *Perkembangan UMKM sebagai Critical Engine Perekonomian Nasional Terus Mendapatkan Dukungan Pemerintah*. Ekon.Go.Id. <https://www.ekon.go.id/publikasi/detail/4593/perkembangan-umkm-sebagai-critical-engine-perekonomian-nasional-terus-mendapatkan-dukungan-pemerintah>
- Listya, A., & Yayah, R. (2018). *Visual Branding Produk Belimbing Olahan UMKM Depok Melalui Desain Logo*.
- Martin, Bella., & Hanington, Bruce. (2012). *Universal methods of design : 100 ways to research complex problems, develop innovative ideas, and design effective solutions*. Rockport Publishers.
- Morioka, N., & Adams, S. (2004). *Logo Design Workbook*. Rockport.
- Ooyevar, L. (n.d.). *Mascot Logo Design | A Beginner's Guide*. Retrieved March 9, 2025, from <https://www.adobe.com/creativecloud/design/discover/mascot-logo-design>
- Rosmaliza. (2024, April 3). *Asal Mula Tradisi Berkirim Hantaran Hampers di Indonesia*. Rri.Co.Id. <https://www.rri.co.id/tanpa-kategori/620369/asal-mula-tradisi-berkirim-hantaran-hampers-di-indonesia>
- Wheeler, A. (2009). *Designing Brand Identity* (Third). JohnWiley&Sons.inc.