

DAFTAR PUSTAKA

- Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2011). *Festival and Special Event Management*.
- Brennan, M., & Webster, E. (2012). *Why Concert Promoters Matter*. Live Music Exchange.
https://livemusicexchange.org/blog/live-music-101-3-why-concert-promoters-matter-matt-brennan-and-emma-webster/?utm_source=chatgpt.com
- Elsharkawi, & Hassan, A. H. A. M. (2024). Evacuation Safety and Local Crowd Density in Arenas. *LUP Student Papers*.
- Eventweb, R. (2020). *Asosiasi Promotor Musik Indonesia: Babak Baru Industri Showbiz Indonesia*. Eventweb. <https://event.web.id/2020/event/musik/asosiasi-promotor-musik-indonesia-babak-baru-industri-showbiz-indonesia/>
- FM, G. 987. (2023). *Sejarah dan Perkembangan Festival Musik di Indonesia*. GEN 98.7 FM.
<https://gen987fm.com/read/357/sejarah-dan-perkembangan-festival-musik-di-indonesia>
- Fruin, J. J. (1984). *Crowd dynamics and auditorium management*. International Association of Auditorium Managers.
- Gestz, D. (2007). *Event Management: Theory and Practice (3rd ed)*. Butterworth-Heinemann.
- Maharani, G. P. (2024). Pengaruh Pemasaran Konten Instagram Akun @SODFESTIVAL terhadap Minat Membeli Tiket Festival Musik “Sound of Downtown.” *Journal of Management and Bussines*, 6(4), 1–23. <https://doi.org/DOI>: <https://doi.org/10.31539/jomb.v6i4.9750>
- Mair, J., & Weber, K. (2019). Event and festival research: a review and research directions. *International Journal of Event and Festival Management*, 10(3), 209–216.
<https://doi.org/10.1108/IJEFM-10-2019-080>
- Marketing. (2019). *Menentukan Market & Channel Efektif untuk Bisnis*. Cloud Host.
<https://idcloudhost.com/blog/menentukan-market-channel-yang-efektif-untuk-bisnis-startup/>
- Pratama, Y. (2017). Pengaruh bauran promosi Teh Pucuk Harum terhadap keputusan pembelian konsumen. *UNPAR Institutional Repository*. <http://hdl.handle.net/123456789/3408>
- Rizkina, R., & Putra, M. P. (2024). Pengaruh Lokasi Acara Terhadap Kepuasan Penonton Konser Born Pink World Tour Jakarta 2023. *Journal of Research on Business and Tourism*, 4(2), 131–141.
<https://doi.org/DOI>: <https://doi.org/10.37535/104004220244>
- Sari, E. (2018). *Break Even Point, Payback Period, & Return of Investment*. J. Tanzil & Associates.
<https://www.jtanzilco.com/blog/detail/928/slug/break-even-point-payback-period-return-on-investment>
- Silvialestari, D. (2011). *Analisis agenda setting informasi pertanian pada program Bogor Update Megaswara FM (kasus program bogor update bulan Maret 2011)*. Institut Pertanian Bogor.

Talent, L. (2025). *Statistik: Data Penggunaan Platform Musik Digital di Indonesia*. Lumbung Data.