

DAFTAR PUSTAKA

Adidas. (2020). *Sustainability initiatives*. In *Adidas Annual Report 2020*. <https://report.adidas-group.com/2020/en/at-a-glance/2020-stories/our-sustainability-initiatives.html>

Agus Hermawan. 2012. *Komunikasi Pemasaran*. Jakarta : Erlangga

Aripradono, H. W. (2020). Penerapan Komunikasi *Digital Storytelling* Pada Media Sosial Instagram. *Teknika*, 9(2), 121–128. <https://doi.org/10.34148/teknika.v9i2.298>

Caemmerer, Barbara. 2009. *The planning and implementation of integrated marketing communications*. <http://www.emeraldinsight.com/doi/abs/10.1108/02634500910964083>

Djamarah, Bahri Syaiful. 2004. *Pola Komunikasi Orang Tua & Anak Dalam keluarga*. Jakarta.

Eberhardt, W., Brüggem, E., Post, T., & Hoet, C. (2021). *Engagement behavior and financial well-being: The effect of message framing in online pension communication*. *International Journal of Research in Marketing*, 38(2), 448–471. <https://doi.org/10.1016/j.ijresmar.2020.11.002>

Effendy, O. U. (2003). *Ilmu, Teori dan Filsafat Komunikasi*. Citra Aditya Bakti.
Wiryanto. 2005. *Pengantar Ilmu Komunikasi*. Jakarta: Grasindo

Glossy. (2020, Oktober 16). *From Supreme to Gucci: How North Face uses big-name collaborations to drive 'brand heat'*. Glossy.

Hillery, George Jr. (1955). *Definitions of Community: Areas of Agreement*. *Rural Sociology*, 20, 111-123.

Hypebeast. (2017, Oktober 16). *The North Face's Former VP of Global Creative Talks Supreme, CDG and More* [wawancara dengan Peter Valles]. Hypebeast.

Kompas. (2021, Agustus 27). *Sepatu Sage Footwear x Janji Jiwa sold out dalam semenit*. Kompas Lifestyle. <https://lifestyle.kompas.com/read/2021/08/27/193436020/sepatu-sage-footwear-x-janji-jiwa-sold-out-dalam-semenit>

Kotler, Philip & Keller. (2008). *Manajemen Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.

Kotler, Philip dan Kevin Lane Keller (2009), *Manajemen Pemasaran*, Edisi 13. Jakarta.

Lerbinger, O. 2006. *Corporate Public Affair : Interacting with Interset Group, Media and Government*. New Jersey: Lawrence Erlbaum Associates.

Lukitaningsih, A. (2013). Perkembangan Konsep Pemasaran: Implementasi Dan Implikasinya. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, 3(1), P. 21. [Doi: 10.30588/Jmp.V3i1.85](https://doi.org/10.30588/Jmp.V3i1.85).

McCarthy, K., & Hoene, V. S. (2014). *Co-branding: A sweet business strategy?* *Westlaw Journal*, 31(18), 3–6.

Morissan. (2008). *Manajemen Media Penyiaran: Strategi Mengelolah Radio & Televisi*. Jakarta: Kencana

Mulyana, D. (2002). *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.

Olson, M. (1971). *The logic of collective action: Public goods and the theory of groups*. 2nd Edition, Harvard University Press, Cambridge, 64.

Porter, M. E., & Kramer, M. R. (2011). *Creating shared value*. *Harvard Business Review*, 89(1–2). <https://doi.org/10.32591/coas.ojss.0201.04037b>

Serafeim, G., & Yoon, A. S. (2022). *Understanding the Business Relevance of ESG Issues*. *Journal of Financial Reporting*, 7(2), 207–212. <https://doi.org/10.2308/jfr-2022-010>.

Soemanagara, R. (2016). *Strategic Marketing Communication Konsep Strategis dan Terapan*. Bandung: Alfabeta

Stake, R. E. (1995). *The art of case study research*. Sage Publications.

Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Penerbit Alfabeta

Sunarto, 2006. *Pengantar Manajemen Pemasaran*, Cetakan 1. Yogyakarta : Ust. Press.