

REFERENCES

- Anggara, B. (2017). *LKP: Perancangan Media Promosi PAUD Nirmala Sidoarjo Jawa Timur Melalui Media Brosur*. Doctoral dissertation, Institut Bisnis dan Informatika Stikom Surabaya.
- Asali, R. (2021). *Developing a Bilingual Marketing Strategy*. Bananir Growth Agency. <https://www.bananir.com/>. [20 October 2022]
- Atikasari, C.D. 2015. *Perancangan Media Promosi Visual Kue Kering “Dua Bintang” Ugaran Dengan Penerapan Konsep Bauran Media*. Under Graduates Thesis, Universitas Negeri Semarang. [Accessed on 5 February 2022] <http://lib.unnes.ac.id/21976/1/2411410067s.pdf>.
- Bukhory, U and Susanti, F. 2016. The Difficulties of Bilingualism (English And Arabic) on Speaking Ability Faced by the Members at the First Semester at Apk (Asrama Puteri Khadijah). In *Journal OKARA Journal of Languages and Literature*, 10. P.105-122. [Accessed on 5 February 2022] <http://ejournal.iainmadura.ac.id/index.php/okara/article/view/1248>.
- Cahyadi, R. A. H. (2019). Pengembangan Bahan Ajar Berbasis ADDIE Model. In *Halaqa: Islamic Education Journal*, 3. P.35-42.
- Cresswell, J. W. (2012). Planning, Conducting, and Evaluating Quantitative and Qualitative Research. In *Educational Research*, 10. P.1–12.
- Katili, J. (2019). Increasing the Brand Awareness of SUAPI of PT. Garuda Top Plasindo by Highlighting its Unique Selling Points in a Promotional Video. In *Journal Kata Kita*, 7. P.79-84. <http://katakita.petra.ac.id/index.php/sastrainggris/article/view/8354>. [Accessed on 5 February 2022]
- Ministry of National Education. (2003). National Education System 2003 (Indonesia). <https://peraturan.bpk.go.id>. [19 December 2022]
- Modrić, M. (2016). *Advantages of The Use of English in Advertising: Attitudes of Croatian Speakers*. Doctoral Dissertation. *University of Rijeka*.
- Morgana, D. A. (2019). Strategi Video Kreatif melalui Media Sosial sebagai Penguat Promosi Desa Wisata Rotan Trangsan. In *JURNAL CAPTURE*, 10. P.1-12 [Accessed on 5 February 2022] <https://jurnal.isiska.ac.id/index.php/capture/article/downloadSuppFile/2581/38>.

- Putra, G. L. A. K. (2019). Pemanfaatan Animasi Promosi dalam Media Youtube. In *SENADA (Seminar Nasional Manajemen, Desain Dan Aplikasi Bisnis Teknologi)*, 2. P.259-265. [Accessed on 5 February 2022] <https://eprosiding.idbbali.ac.id/index.php/senada/artcle/view/147/115>.
- Sunarya, L., Purbayani, A. D., & Handayani, N. 2021. Media Video Promosi Pada Roofpark Cafe & Restaurant Pucak Bogor Jawa Barat. In *TMJ (Technomedia Journal)*, 5, P.220-234. <https://ijc.ilearning.co/index.php/TMJ/article/view/1448/510>. [Accessed on 2 February 2022]
- Umami, Riza. (2021). Making A Promotional Video Of Jember Green Herbalist. *Final Project. Politeknik Negeri Jember*.