

REFERENCES

- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education. <https://thuvienso.hoasen.edu.vn/bitstream/handle/123456789/8039/Contents.pdf?sequence=4&isAllowed=y>
- Bialystok, E., & Craik, F. I. M. (2022). How does bilingualism modify cognitive function? Attention to the mechanism. *Psychonomic Bulletin & Review*, 29(1), 1–11. <https://doi.org/10.3758/s13423-022-02057-5>
- Bogasari. (2017). *Gold Category Winner of Local Food Innovation*. Jakarta: Bogasari.
- Chaffey, D., & Ellis-Chadwick, F. (2020). *Internal marketing: Strategy, implementation, and practice* (8th ed.). Pearson Education.
- Consonni, R., & Cagliani, L. R. (2022). Quality assessment of traditional food by NMR analysis. *Food Control*, 142, 109226. <https://doi.org/10.1016/j.foodcont.2022.109226>
- Creswell, J. W. (2012). *Planning, conducting, and evaluating quantitative and qualitative research* (4th ed.). Lincoln: Pearson.
- Digital Marketing Institute. (2021). *The key role of video marketing*. <https://digitalmarketinginstitute.com>
- Grosjean, F. (2018). *The listening bilingual: Speech perception, comprehension, and bilingualism*. Wiley-Blackwell. <https://onlinelibrary.wiley.com/doi/book/10.1002/9781118835722>
- Guiné, R. P. F., Florença, S. G., Barroca, M. J., & Anjos, O. (2021). The duality of innovation and food development versus purely traditional foods. *Trends in Food Science & Technology*, 109, 16–24. <https://doi.org/10.1016/j.tifs.2021.01.010>

- HubSpot. (2023). *Video marketing: Community insights on effective content*. HubSpot Community. <https://community.hubspot.com/t5/Video-Marketing/Video-Marketing/m-p/801581>
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (17th ed.). Pearson Education, Boston, MA. https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODjY2E4ODIyODViZjFkODgzNDUxYWZlNWZhZmY2MGE5MDc0ZDVmYw==.pdf
- Muslimawati, I. F. (2018). *Peningkatan kualitas produk Prol Tape pada UD. Purnama Jati Jember dengan pendekatan Quality Function Deployment dan Fishbone Diagram*. <https://repository.unej.ac.id/handle/123456789/96831>
- Qiu, L., Rahman, A. R. A., & Dolah, M. S. b. (2024). The Role of Souvenirs in Enhancing Local Cultural Sustainability: A Systematic Literature Review. *Sustainability*, 16(10), 3893. <https://www.mdpi.com/2071-1050/16/10/3893>
- Riu, I. A. (2015). Use of social media as a media promotion for small and medium enterprises. *Information Management and Business Review*, 7(4), 33–41. <https://ojs.amhinternational.com/index.php/imbr/article/view/1160>
- Rocillo-Aquino, Z., Cervantes-Escoto, F., Leos-Rodríguez, J. A., Cruz-Delgado, D., & Espinoza-Ortega, A. (2021). Traditional Mexican food: Cultural and historical aspects. *Journal of Ethnic Foods*, 8(1). <https://journalofethnicfoods.biomedcentral.com/articles/10.1186/s42779-021-00113-4>
- Sunarya, L., Fajar, A. A., & Abdillah, M. F. (2021). Media video sebagai penunjang promosi pada Days Hotel & Suites Tangerang. *Technomedia Journal*, 6(1), 1–10. <https://ijc.ilearning.co/index.php/TMJ/issue/view/63>
- World Tourism Organization. (2019). *Promoting local expertise through tourism*. Madrid: UNWTO.