

DAFTAR PUSTAKA

- Anggraeni, N. (2021). Efektivitas film pendek sebagai media kampanye sosial. *Jurnal Ilmu Komunikasi*, 9(2), 45–56.
<https://journals.upi-yai.ac.id/index.php/IKON/article/download/2622/1959>
- Ananda, R. M., & Wahyuni, E. (2022). Pemaknaan apropriasi budaya pada video Make A Wish. *Jurnal Kajian Komunikasi dan Budaya*, 7(1), 45–59.
<https://pdfs.semanticscholar.org/90b2/623f6a358d04d262444537f8bf9c3b1653d7.pdf>
- Ardianto, E., & Erdinaya, R. (2020). Film pendek sebagai media komunikasi sosial: Analisis pesan budaya dalam film indie Indonesia. *Jurnal Komunikasi*, 12(2), 89–102.
- Arijon, D. (1991). *Grammar of the film language*. Silman-James Press.
https://archive.org/details/grammaroffilmlan0000arij_k0g3
- Bellantoni, P. (2005). If it's purple, someone's gonna die: The power of color in visual storytelling. Elsevier. <https://archive.org/details/ifitspurplesomeo0000bell>
- Birren, F. (1987). The power of color: How it can reduce fatigue, relieve monotony, enhance sexuality, and more. Citadel Press.
<https://archive.org/details/powerofcolorhowi0000birr>
- Bordwell, D., & Thompson, K. (2013). *Film art: An introduction* (10th ed.). McGraw-Hill.
<https://archive.org/details/film-art-12th-edition-bordwell-thompson-smith>
- Brown, B. (2016). *Cinematography: Theory and practice: Image making for cinematographers and directors*. Routledge.
- Brown, T. (2009). *Change by design: How design thinking creates new alternatives for business and society*. Harper Business.
<https://archive.org/details/changebydesignho0000brow>
- Hall, S. (1990). Cultural identity and diaspora. In J. Rutherford (Ed.), *Identity: Community, culture, difference* (pp. 222–237). Lawrence & Wishart.
<https://depts.washington.edu/lsearlec/510/Texts/Hall-Cultural%20Identity%20and%20Diaspora.pdf>
- Hesmondhalgh, D. (2005). Subcultures, scenes or tribes? None of the above. *Journal of Youth Studies*, 8(1), 21–40. <https://doi.org/10.1080/13676260500063652>

Institut Kesenian Jakarta (IKJ). (2019). Kajian peran film pendek dalam representasi isu sosial budaya. Laporan Penelitian. Jakarta: Lembaga Penelitian IKJ.

Iskandar, D., & Kurniawan, A. (2020). Edukasi melalui media audiovisual: Strategi komunikasi di era digital. *Jurnal Komunikasi Visual dan Media*, 12(1), 34–47.
<https://ejournal.ilkom.fisip-unmul.ac.id/site/wp-content/uploads/2022/06/Ejurnal%20Rezhi%201402055070%20web.pdf>

Kartajaya, H., & Setiawan, I. (2016). *Marketing 4.0: Moving from traditional to digital*. Gramedia Pustaka Utama.

Lester, P. M. (2011). *Visual communication: Images with messages* (6th ed.). Wadsworth. <https://archive.org/details/visualcommunicat0006lest>

Lestari, D., & Suryadi, A. (2021). Efektivitas film pendek dalam edukasi budaya lokal kepada pelajar di era digital. *Jurnal Ilmu Komunikasi*, 15(1), 55–68.

Maulida, D. F. (2023). Apropriasi seni musik gugah sahur: Studi kasus Tongklek Tuban. *Jurnal Resital*, 24*(1), 46–57.

Maulida, D. F. (2023). Apropriasi seni musik gugah sahur: Studi kasus Tongklek Tuban. *Jurnal Seni dan Budaya Indonesia*, 10(2), 123–137.
<https://journal.isi.ac.id/index.php/resital/article/download/8410/3110>

Matthes, E. H. (2016). Cultural appropriation without cultural essentialism? *Social Theory and Practice*, 42(2), 343–366. <https://philpapers.org/archive/MATCAW.pdf>

McKee, R. (1997). *Story: Substance, structure, style and the principles of screenwriting*. HarperCollins.
<https://archive.org/download/RobertMcKeeStorypdf/Robert%20McKee%20-%20Story%20%28pdf%29.pdf>

Medina, J. (2020). Cultural appropriation and the intimacy of groups. *Journal of Ethics and Social Philosophy*, 17(3), 219–239.

Putra, H. D. (2021). Film sebagai media dalam mengubah cara pandang manusia. *Jurnal Komunikasi Visual dan Media*, 9(1), 33–46.
<https://ejournal.upi.edu/index.php/irama/article/viewFile/50149/22343>

Rogers, R. A. (2006). From cultural exchange to transculturation: A review and reconceptualization of cultural appropriation. *Communication Theory*, 16(4), 474–503.
<https://content-calpoly-edu.s3.amazonaws.com/cla/1/documents/CLA/Diversity/Cultural-Appropriation-Module-Rodgers.pdf>

Sari, A. L. (2020). Strategi komunikasi persuasif lewat pemutaran film pendek. *Jurnal Ilmu Komunikasi Nusantara*, 5(2), 88–100.
<https://repository.uinjkt.ac.id/dspace/bitstream/123456789/42745/1/SITI%20SAKHINAH-FDK.pdf>

Sari, A. L. (2023). Analisis nilai budaya dalam film pendek "Unggah-Ungguh". *Jurnal Maharsi*, 2(1), 30–40.

Scafidi, S. (2005). *Who owns culture? Appropriation and authenticity in American law*. Rutgers University Press. <https://dokumen.pub/download/who-owns-culture-appropriation-and-authenticity-in-american-law-9780813537856.html>

Stanford University d.school. (2003). An introduction to design thinking process guide. <https://web.stanford.edu/~mshanks/MichaelShanks/files/509554.pdf>

Sukmaningrum, R. (2019). Efektivitas merchandise sebagai media komunikasi brand budaya. *Jurnal Desain dan Komunikasi Visual*, 7(1), 59–68.

Suryodiningrat, M. (2010). *Filosofi lagu rakyat Jawa*. Pustaka Budaya.

Wallis, R. (2001). Globalization and the music industry. In M. Talbot (Ed.), **The Business of Music* (pp. 19–33). Liverpool University Press.

Wahyuni, L., & Prasetya, R. (2020). Efektivitas film pendek sebagai media edukasi budaya untuk generasi milenial di era digital. *Jurnal Media dan Komunikasi Indonesia*, 8(3), 88–97.

Widodo, A., & Prasetyo, R. (2022). Partisipasi audiens dalam media sosial sebagai sarana penyebaran informasi sosial. *Jurnal Komunikasi Sosial Digital*, 5(3), 71–83.

Young, J. O. (2005). Profound offense and cultural appropriation. *The Journal of Aesthetics and Art Criticism*, 63(2), 135–146. <https://doi.org/10.1111/j.0021-8529.2005.00193.x>

Young, J. O. (2010). *Cultural appropriation and the arts*. Wiley-Blackwell. <https://www.h-net.org/reviews/showpdf.php?id=22947>

Young, J. O., & Brunk, C. G. (Eds.). (2009). *The ethics of cultural appropriation*. Wiley-Blackwell. <https://archive.org/details/ethicsofcultural0000unse>

Zettl, H. (2014). *Video basics 7*. Cengage Learning.
<https://archive.org/details/videobasics70000zett>

Ziff, B., & Rao, P. V. (Eds.). (1997). Borrowed power: Essays on cultural appropriation. Rutgers University Press. <https://archive.org/details/borrowedpoweress0000unse>

