

DAFTAR PUSTAKA

Anandi, Muhammad. (2025). *Perancangan konten Banner Melalui Sosial Media Dan Poster Di Divisi Marketing Rumah Sakit Jasmine*. Batam.

Cialdini, R. B. (2001). *Influence: Science and practice (4th ed.)*. Allyn & Bacon.

Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.

Nielsen, J., & Loranger, H. (2006). *Prioritizing web usability*. New Riders.

Singh, S. (2006). *Impact of color on marketing*. *Management Decision*, 44(6), 783–789.

Tufte, E. R. (2001). *The visual display of quantitative information (2nd ed.)*. Graphics Press.