

## REFERENCES

- Alshenqeeti, H. (2014). Interviewing as a Data Collection Method: A Critical Review. *English Linguistics Research*, 3(1).  
<https://doi.org/10.5430/elr.v3n1p39>
- An Nisaa' Budi Sulistyaningrum, Nurulita Artanti Nirwana, Dhiya Ratri Januar, & Nela Najwa Hilalia. (2022). Performa Kebijakan Kampus Merdeka pada Program Magang dan Studi Independen Bersertifikat. *Jurnal Multidisiplin Madani*, 2(6), 2771–2786. <https://doi.org/10.55927/mudima.v2i6.489>
- Fadhilah Annisa. (2022). *Pengaruh Brand Awareness dan Kepercayaan Terhadap Keputusan Pembelian Sepatu Converse (Studi Kasus Fakultas Psikologi Universitas Medan Area)*.  
<https://repositori.uma.ac.id/jspui/bitstream/123456789/17397/2/178320342%20-%20Annisa%20Fadhilah%20Nst%20-%20Fulltext.pdf>
- Barker, K. N., Flynn, E. A., Pepper, G. A., & Health, A. J. (2002). Observation method of detecting medication errors. In *Am J Health-Syst Pharm*.  
[https://www.researchgate.net/publication/10985300\\_Observation\\_method\\_of\\_detecting\\_medication\\_errors](https://www.researchgate.net/publication/10985300_Observation_method_of_detecting_medication_errors)
- Bearman, D. (1992). *Documenting Documentation*.  
<https://www.archivaria.ca/index.php/archivaria/article/download/11839/12791>
- Bilgin, Y. (2018). The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image And Brand Loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.  
<https://doi.org/10.15295/bmij.v6i1.229>
- Dolge, L., & Marmbrandt, M. (2012). *Creating Brand Awareness Through Event Marketing The Off-Field Competition of Sportswear Companies in the Olympics*. <https://www.diva-portal.org/smash/get/diva2:564035/FULLTEXT01.pdf>
- Gustafson, T., & Chabot, B. (2007). *Brand Awareness*.  
<http://www.nnyagdev.org/maplefactsheets/CMB%20105%20Brand%20Awareness.pdf>
- Gwinner, K. P., & Eaton, J. (1999). Building Brand Image through Event Sponsorship: The Role of Image Transfer. In *Source: Journal of Advertising* (Vol. 28, Issue 4). Winter. <https://www.guillaumenicaise.com/wp-content/uploads/2013/10/building-brand-image-through-sponsorship.pdf>

- Hochman, G., Hochman, O., Hochman, E., Heiman, A., & Leung, P.-S. (2009). *Advertising Versus Sales In Demand Creation*.  
[https://www.researchgate.net/publication/227377830\\_Advertising\\_Versus\\_Sales\\_in\\_Demand\\_Creation](https://www.researchgate.net/publication/227377830_Advertising_Versus_Sales_in_Demand_Creation)
- Kahle-Piasecki, L. (2015). *A Comparison of Mentoring in Higher Education and Fortune 1000 Companies: Practices to Apply in a Global Context*.  
[http://www.na-businesspress.com/JHETP/Kahle-PiaseckiL\\_Web15\\_5\\_.pdf](http://www.na-businesspress.com/JHETP/Kahle-PiaseckiL_Web15_5_.pdf)
- Kumar, N. (2017). *New Employee Onboarding Process In An Organization*.  
<https://ijeast.com/papers/1475235509-Onboarding.pdf>
- Liando, M. F., & Setyawati, C. Y. (2014). Strategy to Improve Brand Awareness. In *Bisnis Berkala Ilmiah* (Vol. 13, Issue 1).  
<https://www.journalmabis.org/mabis/article/view/239/198>
- Matikiti, T., Juru, T. P., Gombe, N., Nsubuga, P., & Tshimanga, M. (2018). *Effectiveness of Demand creation promotions and demand creation personnel in creating demand for Voluntary Medical Male Circumcision in Chitungwiza district, Zimbabwe in 2016*. <https://doi.org/10.1101/331397>
- Mbarek, R., & Zaddem, F. (2013). The examination of factors affecting e-learning effectiveness. In *International Journal of Innovation and Applied Studies* (Vol. 2, Issue 4). <http://www.issr-journals.org/ijias/>
- National Archives and Records Administration. (2022). *Agency Onboarding and Offboarding Processes Assessment Report*.  
<https://www.archives.gov/files/records-mgmt/resources/entrance-exit-assessment-report.pdf>
- Purnamasari, C., & Karsiwan, W. (2013). *Implementasi Visual Merchandising Pada Toko Ritel Di Indonesia*. [www.-prlog.org](http://www.-prlog.org)
- Purwatama, A. (2018). *The Effect of Brand Awareness And Perceived Quality Toward Repurchase Intention (A Study On Cash-On-Pickup Payment Method In Alfamart.Com)*.  
<https://jimfeb.ub.ac.id/index.php/jimfeb/article/download/5308/4672>
- Putri, D. R. (2021). Digital Marketing Strategy to Increase Brand Awareness and Customer Purchase Intention Case Study: Ailesh Green Consulting. *European Journal of Business and Management Research*, 6(5), 87–93.  
<https://doi.org/10.24018/ejbmr.2021.6.5.1063>
- Rizaqi, A. A. (2022). *Laporan Kerja Praktik “Pengembangan Bisnis Ekspor Arang PT. Paragon Technology and Innovation.”*

<https://cdn.repository.uisi.ac.id/221552-LHjD/KERJA%20PRAKTIK-%28ADIMAS%20ALI%20RIZAQI%2C2021910004%29.pdf>

Roselyn Abiodun, O. (2010). *The Significance of Sponsorship as a Marketing Tool in Sport Events Title: The significance of sponsorship as a marketing tool in sport events Supervisor (Arcada): Sveinn Eldon.*  
<https://core.ac.uk/download/pdf/38024379.pdf>

THE UNIVERSITY OF TEXAS AT EL PASO. (2016). *The University of Texas At El Paso Business Process Guidelines Performance Evaluations.*  
[https://www.utep.edu/vpba/business-process-guidelines/\\_files/docs/human%20resources/performance%20evaluations%202016.pdf](https://www.utep.edu/vpba/business-process-guidelines/_files/docs/human%20resources/performance%20evaluations%202016.pdf)

Uma SN. (2013). A Study on Training Importance for Employees of their Successful Performance in the Organization. *International Journal of Science and Research.* www.ijsr.net

Vinerean, S. (2016). Branding Strategies for Social Media Marketing. *Expert Journal of Marketing*, 4(2), 77–83.  
[https://marketing.expertjournals.com/ark:/16759/EJM\\_409vinerean77-83.pdf](https://marketing.expertjournals.com/ark:/16759/EJM_409vinerean77-83.pdf)

Wereda, W., & Woźniak, J. (2019). Building relationships with customer 4.0 in the era of marketing 4.0: The case study of innovative enterprises in Poland. *Social Sciences*, 8(6). <https://doi.org/10.3390/socsci8060177>