Package app/

```
# app/Kptfile
openAPI:
                                                              references
  definitions:
    io.k8s.cli.setters.tag:
      x-k8s-cli:
        setter:
          value: "v1"
    io.k8s.cli.substitutions.img:
      x-k8s-cli:
        substitution:
          pattern: "nginx:$(TAG_SETTER)"
          values:
          - "$ref": "#/definitions/....setters.tag"
            "marker": "$(TAG SETTER)"
# app/deploy.yaml
kind: Deployment
  image: "nginx:v1" # { "$ref": "#/definitions....img" }
                                                               references
```