

## REFERENCES

### **BOOKS**

- Abrams, N., Bell, I., & Udris, J. (2010). *Studying film*. London: Bloomsbury Academic.
- Alan R. Andreasen, (1994). *Social Marketing Its Definition and Domain*. (Vol.13)
- Belch, G. E., & Belch, M. A. (2015). *Advertising and promotion: An integrated marketing communications perspective*. New York: McGraw-Hill Education
- Chandler, D. (2002). *Semiotics: the basics*. Abingdon, Oxon: Routledge.
- DeFleur, M. L., & Dennis, E. E. (1988). *Understanding mass communication*. Boston: Houghton Mifflin.
- Dominick, J. R. (2011). *The dynamics of mass communication: media in transition*. New York: McGraw-Hill.
- Flew, T. (2005). *New media: an introduction* (2nd ed.). South Melbourne: Oxford University Press.
- Hall, S., Evans, J., & Nixon, S. (2013). *Representation*. London: SAGE.
- Hollingsworth, M. (2003). *How to get into television, radio and new media*. England: CONTINUUM INTERN. Pub. Group.
- Jones, R. G. (2013). *Communication in the real world: an introduction to communication studies*. Irvington, NY: Flat World Knowledge.
- Lindlof, T. R., & Taylor, B. C. (2011). (3rd ed.). SAGE
- McQuail, D. (1998). *Mass communication theory: an introduction*. London: Sage.
- Ouwersloot, H., & Duncan, T. (2008). *Integrated marketing communications*. London: McGraw-Hill.
- Piliang, Y. A., & Adlin, A. (2003). *Hipersemiotika: tafsir cultural studies atas matinya makna*. Yogyakarta: Jalasutra.
- Severin, W. J., & Tankard, J. W. (2010). *Communication theories: origins, methods, and uses in the mass media*. New York, NY: Longman.

Shiraev, E., & Sobel, R. (2006). People and their opinions: thinking critically about public opinion. New York, NY: Pearson Longman

Sobur, A. (2001). Analisis teks media: suatu pengantar untuk analisis wacana, analisis semiotik dan analisis framing. Bandung: Remaja Rosdakarya.

Vivian, J. (2012). The media of mass communication, sixth Canadian edition Vivian and Maurin. Toronto: Pearson.

West, R. L., & Turner, L. H. (2014). Introducing communication theory: analysis and application. New York, NY: McGraw-Hill Education.

Wood, J. T. (2015). Communication mosaics: an introduction to the field of communication. Boston, MA: Cengage Learning

## SITES

About Black Lives Matter. (n.d.). Retrieved from <http://blacklivesmatter.com>

Hox, J., & Boeije, H. (2005). Data collection, primary versus secondary. Retrieved November, 2017, from  
<https://dspace.library.uu.nl/handle/1874/23634>

Hunt, T. (1999, November 30). Retrieved October, 2017,  
from <http://www.und.nodak.edu/instruct/wstevens/PROPOSALCLASS/Huntpaper.htm>

Jahangir, R. (2015, May 31). How does black hair reflect black history? Retrieved November 10, 2017, from <http://www.bbc.com/news/uk-england-merseyside-31438273>

Johnson, Z. (2017, April 04). Kendall Jenner Stars in Pepsi's Jump In Commercial. Retrieved October 09, 2017, from <http://www.eonline.com/news/841076/kendall-jenner-stars-in-pepsi-s-jump-in-commercial>

Kendall Jenner(n.d.). Retrieved October 09, 2017,  
from <http://www.biography.com/>

Kristina. M. (2017, April 04). Pepsi's Tone-Deaf Kendall Jenner Ad Co-opting the Resistance Is Getting Clobbered in Social. Retrieved October 11, 2017,  
from <http://www.adweek.com/brand-marketing/pepsi-tone-deaf-kendall-jenner-ad-co-opting-the-resistance-is-getting-clobbered-in-social/>

Pepsi Statement . (2017, May 4). Retrieved from <http://www.pepsico.com/live/pressrelease/pepsi-statement-re--pepsi-moments-content04052017>

- Racism in America. (n.d.). Retrieved October 09, 2017,  
from <https://secure.stetson.edu/today/2015/10/racism-in-america/>
- Racism Is Poisoning Our Society. (n.d.). Retrieved October 09, 2017,  
from <http://time.com/3843203/racism-is-poisoning-our-society/>
- Rivero, D. (2016, August 15). Racial segregation is alive and well on social media. Retrieved from <https://splinternews.com/racial-segregation-is-alive-and-well-on-social-media-1793861168>
- Shoichet, C. E. (2015, November 25). Racism is a 'big problem' to more Americans, poll finds. Retrieved October 09, 2017,  
from <http://edition.cnn.com/2015/11/24/us/racism-problem-cnn-kff-poll/index.html>
- The Editors of Encyclopædia Britannica. (2017, February 03). PepsiCo, Inc. Retrieved October 09, 2017,  
from <https://www.britannica.com/topic/PepsiCo-Inc>

## JOURNAL

- Minfadlillah, A. S. (2016). Egosentrisme Rasial Orang Kulit Putih Terhadap Kulit Hitam Dalam Film Selma . doi:[http://digilib.uin-suka.ac.id/20140/2/09730076\\_BAB-I\\_IV-atau-V\\_DAFTAR-PUSTAKA.pdf](http://digilib.uin-suka.ac.id/20140/2/09730076_BAB-I_IV-atau-V_DAFTAR-PUSTAKA.pdf)
- Pricillia, V. A., Ndiba. (2016). DISKRIMINASI RAS DALAM NOVELA HEART OF DARKNESS KARYA JOSEPH CONRAD.  
doi:<https://media.neliti.com/media/publications/80970-ID-diskriminasi-ras-dalam-novela-heart-of-d.pdf>
- R. H. (2009). Representasi Tokoh Kulit Hitam Dalam Film Animasi the Princess and the Frog . doi:<http://lib.ui.ac.id/file?file=digital/20307985-S42485-Representasi%20tokoh.pdf>
- Sawitri, Y. S. (2009). RASISME DALAM FILM CRASH.  
doi:<http://eprints.uns.ac.id/10023/1/111172502201009411.pdf>