

DAFTAR PUSTAKA

Baran, S.J. (2006). *Introduction to Mass Communication, Media Literacy and Culture*, 4th Edition, Pennsylvania : McGraw Hill.

Chitty, W., Barker, N., & Shimp, T.A. (2005). *Intergrated Marketing Communication*, 1st Pacific Rim Edition, Mason : Thomson South-Western.

Defleur, M.L., Kearney, P., & Plax, T.G (1998). *Fundamentals of Human Communication*, 2nd Edition, California : Mayfield Publishing Company.

Johnson, R.A & Bhattachary, G.K. (2010). *Statistics, Principles & Methods*, 6th Edition, New Jersey, Wiley.

Kotler, P. , Keller, K.L. (2012). *Marketing Management* 14th Edition. New Jersey : Prentice Hall.

Malhotra, N.K. (2007). *Marketing Research: An Applied Approach*, 3rd Edition , London : Pearson International.

Ouwersloot, H. & Duncan, T. (2008). *Intergrated Marketing Communication*, Pennsylvania : McGraw Hill International.

Shimp, T.A. (2003). *Advertising, Promotion & Supplement Aspects of Integrated Marketing Communication*, 6th Edition, Mason : Thomson South-Western.

Silalahi, U. (2009). *Metode Penelitian Sosial*. Bandung : PT. Refika Aditma.

Sugiyono (2008). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R & D*. Bandung: Alfabeta.

Wilson, J.R. & Wilson, S.R. (2001). *Mass Media, Mass Culture, and Introduction*, 5th Edition, Pennsylvania : McGraw Hill International.