

BIBLIOGRAPHY

- Alam, C. M., Tujzahra, R., Shindy, R. A., & Lestari, T. S. (2019). Signification concepts in Gudang garam cigarette advertisements from the 80s, 90s, and 2000s. *Journal of Language and Literature*, 7(1), 25–38. <https://doi.org/10.35760/jll.2019.v7i1.1997>
- Budiastuti, A. & Wulan, N. (2014). *Konstruksi maskulinitas ideal melalui konsumsi budaya populer oleh remaja perkotaan*
- Codrington, G. T., & Grant-Marshall, S. (2011). *Mind the Gap*. Johannesburg: Penguin Books.
- Deviani, J. M., & Mochtar, J. (2022). The ideal masculinity of male ninjas in Naruto and Naruto Shippuden anime series. *K@ta Kita*, 9(3), 340–347. <https://doi.org/10.9744/katakita.9.3.340-347>
- Dow, B. J., & Wood, J. T. (2006). *The sage handbook of gender and communication*. Sage Publications.
- Eisend, M. (2009). A meta-analysis of gender roles in advertising. *Journal of the Academy of Marketing Science*, 38(4), 418–440. <https://doi.org/10.1007/s11747-009-0181-x>
- Flandorfer, P., Wegner, C., & Buber, I. (2010). Gender roles and smoking behaviour. *Institut Für Demographie - VID*, 1, 1–25. <https://doi.org/10.1553/0x003d08ea>
- Gardiner, J. K. (2006). *Masculinity Studies & Feminist theory: New directions*. Columbia University Press.
- Gudang Garam. (2023, January 6). *TVC Gudang Garam Filter International 2023 – the greatest choice (60s)*. YouTube. Retrieved from https://www.youtube.com/watch?v=AX_sTn07ymY
- Harford, T., Willis, C., & Deabler, H. (1967). PERSONALITY CORRELATES OF MASCULINITY -FEMININITY. *Psychological Reports*.

- Hartley, R. E. (1959). Sex-role pressures and the socialization of the male child. *Psychological Reports*, 5(2), 457–468. <https://doi.org/10.2466/pr0.1959.5.h.457>
- Hall, S. (1973) Encoding and Decoding in the Television Discourse. Centre for Contemporary Cultural Studies, Birmingham.
- Hall, S. (1993). Encoding/Decoding., *The Cultural Studies Reader*. London and NY: Routledge.
- Holbrook, M. B. (1987). Mirror, Mirror, on the Wall, What's Unfair in the Reflections on Advertising? *Journal of Marketing*, 51(3), 95–103. <https://doi.org/10.2307/1251650>
- Koaysomboon, T. (2020, June 10). *Everything you need to know about Thailand's thriving boys love culture*. Time Out Bangkok. <https://www.timeout.com/bangkok/lgbtq/thai-boys-love-culture>
- Kreicbergs, T., & Ščaulovs, D. (2022). What are gen Z's and millennials' opinions on masculinity in advertising: A qualitative research study. *4th International Conference on Advanced Research Methods and Analytics (CARMA 2022)*. <https://doi.org/10.4995/carma2022.2022.15059>
- Krejcie, R.V., & Morgan, D.W., (1970). Determining Sample Size for Research Activities. Educational and Psychological Measurement.
- Little, B. (2023, March 28). *When cigarette companies used doctors to push smoking*. When Cigarette Companies Used Doctors to Push Smoking. <https://www.history.com/news/cigarette-ads-doctors-smoking-endorsement>
- Lynch, B. S., & Bonnie, R. J. (1999). *Growing up tobacco free: Preventing nicotine addiction in children and Youths*. NetLibrary, Inc.

Martin, M. W. (1984). Demystifying Doublethink: Self-Deception, Truth, and Freedom in 1984. *Social Theory and Practice*, 10(3), 319–331. <http://www.jstor.org/stable/23556569>

Neuman, W. L. (2014). *Social Research Method: Qualitative and quantitative approaches*.

Paneva-Marinova, Desislava & Pavlov, R & Kotuzov, N. (2017). Approach for Analysis and Improved Usage of Digital Cultural Assets for Learning Purposes. *Cybernetics and Information Technologies*. 17. 10.1515/cait-2017-0035.

Phillips, B. J. (1997). In Defense of Advertising: A Social Perspective. *Journal of Business Ethics*, 16(2), 109–118. <http://www.jstor.org/stable/25072875>

Rodgers, S. and Thorson, E. (2019). *Advertising Theory*. Routledge.

Ross, K. (2012). *The handbook of gender, sex, and Media*. John Wiley & Sons, Inc.

Setianingrum, Y. (2017). Kreativitas Dalam desain iklan rokok di jawa, 1930-1970an. *Lembaran Sejarah*, 9(2), 156. <https://doi.org/10.22146/lembaran-sejarah.23775>

Sheehan, K. B. (2014). *Controversies in contemporary advertising*. SAGE.

Shimp, T.A. (2007). *Advertising, promotion, and other aspects of integrated marketing communications*. Mason, Oh: Thomson/South-Western

Yale University Library . (n.d.). *Selling smoke: Tobacco advertising and anti-smoking campaigns*. Selling Smoke: Tobacco Advertising and Anti-Smoking Campaigns. <https://onlineexhibits.library.yale.edu/s/sellingsmoke/page/gender>