

## DAFTAR PUSTAKA

- ACNielsen[online].[Http://www.acnielsen.com/au/en/pdf/mri/7/radiometr-osurvey5](http://www.acnielsen.com/au/en/pdf/mri/7/radiometr-osurvey5)
- Adorno, T.W., 1941, *On Popular Music*, Published in: *Studies in Philosophy and Social Science*, New York: Institute of Social Research, IX, pp. 17-48.
- Arbitron Company, 1977, *Research Guidelines for Programming Decision Makers*, Betsville.
- Assel, Henry., 2001, *Consumer Behavior and Marketing Action*, 6<sup>th</sup> edition, New York.
- Brice, D., 1999, Director of Programs and Marketing. The Radio Network, Auckland, *New Zealand Personal Communication*, September.
- Carroll, Raymond L and Donald M, 1993, *Electronic Media Programming Strategies and Decision Making*, New York.
- Celmis, E., 2002, Director, Third Wave Media Ltd, Christchurch, *New Zealand Personal Communication*, July.
- Cooper, Donald and Schindler, Pamela S, 2001, *Business Research Methods*, 7<sup>th</sup> ed. New York: McGraw Hill Inc.
- Rangkuti, Freddy, 1997, *Riset Pemasaran*, cetakan pertama, Jakarta: Penerbit Gramedia.
- Griswold, Annette, 1993, *Radio Intelligence: A Consumer Guide to Radio research Services*, Vol.12, No. 14, August.
- Handayani, N., 2003, *Perkembangan Psikologi Remaja*, IQEQ.web.id. Internet.
- Kotler, Philip 2000, *Marketing Management*, millenium edition, New Jersey: Prentice Hall International Inc.
- Kuncoro, Mudrajad, 2003, *Metode Riset untuk Bisnis dan Ekonomi*, Jakarta: Penerbit Erlangga.

Loundon, David and Bitta, Della, 1993, *Consumer Behavior: Concept and Application*, 3<sup>rd</sup> edition, Singapore: McGraw Hill Book Co.

MTV on Sky.com, 2001, [www.mtvsky.com](http://www.mtvsky.com), Internet.

Program Studi Magister Manajemen Universitas Gadjah Mada, 2002, *Petunjuk Penulisan Usulan Penelitian dan Tesis*, Yogyakarta: Indonesia.

Santoso, Singgih dan Tjiptono, Fandy, 2001, *Riset Pemasaran, Konsep dan Aplikasi dengan SPSS*, edisi pertama, Jakarta: Penerbit Elex Media Komputindo.

Shanahan, M.W. and Brown, N., 2002, "Radio Listening as a Function of Basic Human Need: Why Did Maslow Listen to Radio?", *Journal of Media Psychology*, October.

Wibisono, Dermawan, 2000, *Riset Bisnis*, edisi pertama, Yogyakarta: Penerbit BPFE