DAFTAR PUSTAKA

Ahmad, N., Al Sakaf, R., Zakaria, R. (2017). *In-Flight Safety Videos: Safety Measure or Marketing Gimmick?* International Journal of Management and Applied Science. 3, 43-47.

Anderson, R. (1987). *Pemilihan dan Pengembangan Media untuk Pembelajaran.* Jakarta: Universitas Terbuka bekerja sama dengan CV. Rajawali.

Atriana, R. (2018, Februari 2). *Sederet Insiden Penumpang Pesawat Merokok yang Bikin Geger*: https://news.detik.com/berita/d-3887465/sederet-insiden-penumpang-pesawat-merokok-yang-bikin-geger.

Azhar, A. (1997). *Media Pembelajaran.* Jakarta: Raja Grafindo Persada.

Babbie, E. (1992). *The Practise of Social Research.* California: Publishing Company.

Bandura, A. (1977). *Social Learning Theory.* New Jersey: Prentince Hall.

Batra, R dan Stayman, D. M. (1990). *The Role of Mood in Advertising Effectiveness.* J. Consum. Res. 17(2), 203 – 214.

Boer, J. (2013). *Learning from Video: Viewing Behavior of Students.* Enchede: Ipskamp Drukkers B.V.

Cangara, H. (2011). *Pengantar Ilmu Komunikasi.* Jakarta: PT Raja Grafindo Persada.

Chan, F. Y. (2011). *Selling Through Entertaining: The Effect of Humour in Television Advertising in Hong Kong.* Journal of Marketing Communications, 17, 319 – 336.

Chun, M.M., Golomb, J. D., Turk-Browne, N. B. (2011). *A Taxonomy of External and Internal Attention.* The Annual Review of Psychology, 62: 73-101.

Civil Aviation Safety Authority. (2004). *Civil Aviation Advisory Publication (CAAP) 252-2(0): Passenger Safety Information: Guidelines on Content and Standard of Safety Information to be Provided to Passengers by Aircraft Operators.* Canberra: Author.

Civil Aviation Safety Authority. (2009). *Civil Aviation Orders (CAO) 20.11.* Canberra, Australia: Author.

Clark, R. & Mayer, R. E. (2008). *E-learning and The Science of Multimedia Learning*. Hoboken: John Wiley & Sons Inc.

Cooper, D. R., Schindler., Pamela, S. (2007). *Business Research Methods*. Boston: McGraw-Hill.

Creswell, J. (2010). *Research Design Pendekatan Kualitatif, Kuantitatif dan Mixed*. Yogyakarta: Pustaka Pelajar.

Damayanti, F. (2013). *Pembelajaran Berbantuan Multimedia Berdasarkan Beban Kognitif untuk Meningkatkan Kemampuan Menyelesaikan Masalah Program Linear Siswa X TKR 1 SMKN 1 Doko*. Jurnal Pendidikan Sains, 1: 133-140.

Genter, J. T. (2016). *24 Airlines That Never Had a Major Accident*. Dari https://thepointsguy.com/2016/06/25-airlines-without-a-major-accident/. Diakses pada 28 Februari 2019.

Hair, J., Black, W., dan Anderson, R. (2010). *Multivariate Data Analysis (7th Ed)*. Harlow: Pearson Prentince Hall.

Hasan, I. (2004). *Analisis Data Penelitian dengan Statistik*. Jakarta: bumi Aksara.

Hidayat, A. (2012). *Korelasi Regresi – Penjelasan dan Tutorial Lengkap*. Dari https://www.statistikian.com/2012/08/korelasi.html. Diakses pada 13 Maret 2019.

Hutagaol, D. (2013). *Pengantar Penerbangan: Perspektif Profesional*. Jakarta: Penerbit Erlangga.

ikel_gpr, diakses pada 27 Februari 2019.

Jansen, B. (2016). *One of The Safest on Record for Airliners*. USA Today. Dari http://www.usatoday.com/story/news/2016/02/15/2015-another-safe-year-airliners/80398194/. Diakses pada 19 Maret 2019.

Jogiyanto, H. M. (2007). *Metode Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman*. Yogyakarta: BPFE.

Johnson, D.A. (1979). *An Investigation of Factors Affecting Aircraft Passenger Attention to Safety Information Presentations*. U.S Department of Transportation. Diambil dari https://apps.dtic.mil/dtic/tr/fulltext/u2/a082358.pdf. Diakses pada 19 Maret 2019.

Kalyuga, S. (2009). *Managing Cognitive Load in Adaptive Multimedia Learning.* New York: Information Science Reference.

KBBI. (2016). *Kamus Besar Bahasa Indonesia (KBBI).* Diambil dari htttp://kbbi.web.id/pusat. Diakses pada 18 Maret 2019.

Kelly, J. R dan Barsade, S. G. (2001). *Mood and Emotions in Small Groups and Work Teams.* Organ. Behav. Hum. Decis. Process. 86, 99 – 130.

Kriyatono, R. (2010). *Teknik Praktis Riset Komunikasi.* Jakarta: Kencana Prenada Media Group.

Madden, T. J., Weinberger, M. G. (1984). *Humor in Advertising: A Practitioner Vier.* Journal of Advertising Research, 24(4), 23 – 30.

Marrolli. (2016). *Pemerintah Ajak Masyarakat Budayakan Keselamatan Penerbangan.* Dari https://kominfo.go.id/index.php/content/detail/8456/

Mastin, L. (2018). *Memory Recall/Retreival.* Dari http://www.human-memory.net/processes_recall.html diakses pada 20 Oktober 2018.

Mayer, R. E. (2009). *Multimedia Learning: Prinsip-Prinsip dan Aplikasi.* Terjemahan Teguh Wahyu Utomo. Yogyakarta: Pustaka Pelajar.

Mayer, R. R. (2010). *Applying The Science of Learning to Medical Education.* Medical Education. 44, 543-549.

McLeod, S. A. (2016). *Bandura – Social Learning Theory.* Dari https://www.simplypsychology.org/simplypsychology.org-bandura.pdf

McQuail, D. (1991). *Media Performance Assesment in the Public Interest: Principles and Methods.* Annals of the International Communication Association, 14: 111-145.

McQuail, D. (1997). *Audience Analysis.* London: SAGE Publications.

Meirawan, R. (2017). *Hipotesis dan Kelompok Kontrol.* Dari https://dwaraka.my.id/2017/07/28/hipotesis-dan-kelompok-kontrol/. Diakses pada 14 Maret 2019.

Meyer, R. E. (2001). *Multimedia Learning.* New York: Cambridge University Press.

Miner, A. G., Glomb, T. M. (2010). *State Mood, Task Performance, and Behavior at Work: A Within-Persons Approach.* Organizational Behaviour and Human Decision Processes, 112: 43-57.

Molesworth, B, R, C dan Tehrani, M. (2015). *Pre-flight Safety Briefings, Mood and Information Retention.* Applied Ergonomics 51 (2015), 377 – 382.

Molesworth, B. (2014). *Examining the Effectiveness of Pre-Flight Cabin Safety Announcements in Commercial Aviation.* The International Journal of Aviation Psychology, 24:4, 300-314.

Munir. (2012). *Multimedia Konsep dan Aplikasi dalam Pendidikan.* Bandung: Alfabeta.

Neuman, W. (2013). *Metode Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif.* Jakarta Barat: Indeks.

Neumann, L. (2006). *Social Research Methods Qualitative and Quantitative Approaches.* Boston: Allyn and Bacon.

Newby, T., Stepich, D., Lehman, J dan Russel, J. (2000). *Instructional Technology for Teaching and Learning: Designing Instruction, Intergrating Computers, and Using Media (2nd Ed).* Columbusm OH: Prentince-Hall.

NN. (2013). *Viral Review: Sky's the Limit for Virgin America's Safety Dance Video.* Dari http://www.campaignlive.co.uk/article/viral-review-skys-limit-virgin americas-safety-dance-video/1220046 diakses pada 28 Februari 2019.

NN. (2014). *Garuda Indonesia is to be Confirmed as The World's Newest 5-Star Airline.* Dari https://web.archive.org/web/20141215051343/http://www.

NN. (2016). *Avation Safety Network.* Dari http://aviation-safety.net/database/record.php?id=19820320-1. Diakses pada 27 Februari 2019.

NN. (n.d.). *How Virgin America Got 6 Million People to Watch a Flight Safety Video Without Stepping on a Plane.* Dari https://digitalsynopsis.com/advertising/virgin-america-safety-dance-video. Diakses pada 28 Februari 2019.

Notoatmojo, S. (2010). *Metodologi Penelitian Kesehatan.* Jakarta: Rineka Cipta.

Nunnally, J. C., dan Bernstein. (1994). *Psychometrictheory (3rd Ed).* New York: McGraw-Hill.

Olsson, V., Larsson, A. (2005). *Humor in Advertising (Bachelor Thesis).* Diambil dari http://www.diva-

portal.org/smash/get/diva2:1027137/FULLTEXT01.pdf. Diakses pada 18 Maret 2019.

Osterhouse, R dan Broack, T. (1970). *Distraction Increases Yielding to Propaganda by Inhibiting Counterarguings.* Journal of Personality and Social Psychology, 15, 344 – 358.

pemerintah-ajak-masyarakat-budayakan-keselamatan-penerbangan/0/art

Perlman, H. (2013). *Edutainment: Using Stories & Media for Social Action and Behaviour Change.* Houghton: Soul City Institute.

Pradana, R. (2018, Maret 18). *Kelas Menengah Dorong Pertumbuhan Jumlah Penumpang   Pesawat*: http://industri.bisnis.com/read/20180318/98/751190/kelas-menengah-dorong-pertumbuhan-jumlah-penumpang-pesawat.

Prastowo, A. (2012). *Panduan Kreatif Membuat Bahan Ajar Inovatif.* Yogyakarta: Diva Press.

Ragan, A., Sommer, T., Drews, F. (2017). *A Comparison of Airline Safety Videos in Information Acquisition*. Proceedings of the Human Factors and Ergonomics Society 2017 Annual Meeting.

Rahardjo, S. (2014). *Uji Paired Sample T Test dengan SPSS.* Dari https://www.konsistensi.com/2014/03/uji-paired-sample-t-test-dengan-spss.html. Diakses pada 13 Maret 2019.

Rajasundaram, C. V. (1981). *Manual of Development Communication.* Singapore: Asian Mass Communication Research and Information Centre.

Reigeluth, C. M., Carr-Chellman, A. A. (2009). *Instructional Design-Theories and Models (Volume 3): Building a Common Knowledge Base.* New York: Routledge.

Rias, R. M., Zaman, H. B. (2010). *Learning With Multimedia: Effects of Different Modes of Instruction and Animation on Student Understanding.* Jurnal Teknologi Maklumat dan Multimedia, 9: 57-70.

Richards, J. C dan Renandya, W. A. (2002). *Methodology in Language Teaching: an Anthology of Current Practice.* Cambridge: Cambridge University Press.

Ruenruoy, R. (2015). *Passengers' Perception of The Safety Demonstration on Board an Aircraft.* (Tesis, Middle Tennessee State University, 2015).

Seneviratne, D., Molesworth, B. R. C. (2015). *Employing Humour and Celebrities to Manipulate Passengers' Attention to Pre-Flight Safety Briefing Videos in Commercial Aviation.* Safety Science, 75: 130-135.

Shelly, L., Andrykowski, M., Studts, J. (1995). *Short Form of the Profile of Mood States (POMS-SF): Psychometric Information.* Psychological Assestment, 7: 80-83.

Siagian, D dan Sugiarto. (2006). *Metode Statistika: Untuk Bisnis dan Ekonomi.* Jakarta: PT Gramedia Pustaka Utama.

Stebbins, R. A. (2012). *The Role of Humor in Teaching: Strategy and Self-Expression.* London: Routledge.

Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif, dan RdanD.* Bandung: Alfabeta.

Sugiyono. (2018). *Metode Penelitian Kuantitatif.* Bandung: Alfabeta.

Surjono, H. D. (2017). *Multimedia Pembelajaran Interaktif: Konsep dan Pengembangan.* Yogyakarta: UNY Press.

Teng, J. (n.d.). *The Effectiveness of Video Tutorial and Preview on Self-efficacy, Task Performance and Learning (An Experimental Study Conducted at a Middle School in Shanghai, China.* Department of Educational Science and Technology, Faculty of Behavorial Sciences, University of Twente. Diambil dari https://essay.utwente.nl/69309/1/Teng%20J.%20-%20S1559206%20-%20masterscriptie.pdf. Diakses pada 20 Maret 2019.

The Flight Safety Foundation. (2000). *Cabin Crews Must Capture Passengers' Attention in Pre-Departure Safety Briefings*. Flight Safety Foundation Cabin Crew Safety, 35: 1-11. Dari http://flightsafety.org/css/css_jul_aug00.pdf.

Vebri, H. (2018). *Ikatan Pilot Gelar Kampanye Keselamatan Penerbangan.* Dari https://lifestyle.kontan.co.id/news/ikatan-pilot-gelar-kampanye-keselamatan-penerbangan. Diakses pada 27 Februari 2019.

Walizer, M. H dan Wienir, P. L. (1991). *Metode dan Analisis Penelitian Mencari Hubungan Jilid 2*. Jakarta: Erlangga.

Zetsche, U., Rief, W dan Exner, C. (2015). *Individuals with OCD Lack Unrealistic Optimism Bias in Threat Estimation.* Behavior Therapy, 46 (4), 510 – 520.