

## DAFTAR PUSTAKA

- Alfian, P. B. (2014). *Analisis Pengaruh Iklan Humor Dengan Faktor Kebutuhan Humor Sebagai Variabel Moderasi Pada Sikap Terhadap Iklan, Sikap Terhadap Merek, Niatan Komunikasi Dari Mulut Ke Mulut, Dan Niat Beli*. Skripsi. Tidak Diterbitkan. Yogyakarta: Universitas Gadjah Mada.
- Ayanwale, A. B., Alimi, T., & Ayanbimipe, M. A. (2005). The Influence of Advertising on Consumer Brand Preference. *Journal of Department of Agricultural Economics, Obafemi Unversity*, 9-16.
- Badan Pusat Statistik DIY. (2018). *Provinsi Daerah Istimewa Yogyakarta*. Yogyakarta: Badan Pusat Statistik DIY.
- Chen, C.-P. (2013). Exploring Personal Branding on Youtube. *Journal of Internet Commerce Taylor & Francis Group*, 332-347.
- Chimboza, D., & Mutandwa, E. (2007). Measuring the Determinants of Brand Preference in a Dairy Product Market. *African Journal of Business Management*, 230-237.
- Dahlan, A. (2014, Oktober). *Populasi dan Sampel Penelitian*. Retrieved from Eureka Pendidikan: <https://www.eurekapedidikan.com/2014/10/Populasi-dan--sampel-penelitian.html>
- Damanik, E. R. (2011). Konsep Memory System Dalam Iklan "Diskon Ramadhan". *Jurnal Marketing Communication Fakultas Ekonomi dan Komunikasi, BINUS University*, 978-985.
- Farbey, A. (1997). *How to Produce Successful Advertising*. Jakarta: Gramedia Pustaka Utama.
- Firdaus, S. (2013). *Pengaruh Iklan TVC Top Coffee Terhadap Brand Preference Top Coffee*. Skripsi. Tidak Diterbitkan. Yogyakarta: Universitas Gadjah Mada.
- Flew, T. (2008). *New Media: An Introduction*. Australia: Oxford University Press.
- Fongana, A. (2009). Pengaruh Brand Prefence Terhadap Repeat Purchase. *Jurnal Pemasaran Universitas Petra*.



- Frolova, S. (2014). The role of advertising in promoting product. *Thesis, University of applied science*.
- Gerber, L. E., & Wilson, M. (2008). How Generational Theory Can Improve Teaching: Strategies for Working with the "Millenials". *Current in Teaching and learning*, 29-44.
- Goenawan, R., & Harnoko, D. (1993). *Sejarah Sosial Daerah: Daerah Istimewa Yogyakarta*. Jakarta: Proyek Inventarisasi dan Dokumentasi Sejarah Nasional.
- Griffin, E. A. (1991). *A First Look at Communication Theory Eight Edition*. New York: Mc Graw Hill.
- Grigaliunaite, V., & Pileliene, L. (2016). Emotional Or Rational? The Determination of The Influence of Advertising Appeal on Advertising Effectiveness. *Journal of Scientific Annaks of Economic and Bussines De Gruyter*, 391-414.
- Haider, U. M., Khan, S., Latif, K. F., & Nadeem, A. (2013). The Influence of Advertising on Brand Preference. *City University Research Journal*, 51-60.
- Halim, B. C., Dharmayanti, D., & Brahmana, R. K. (2014). Pengaruh Brand Identity terhadap Timbulnya Brand Preference dan Repurchase intention pada merek Toyota. *Jurnal Manajemen Pemasaran Petra*, 1-11.
- Kolbenschlag, B. (2014, July 2th). *Are Short Films the Future of Commercials?* Retrieved from contently: <https://contently.com/strategist/2014/07/02/are-short-films-the-future-of-commercials/>
- Kotler, P. (2002). *Manajemen Pemasaran, Analisa Perencanaan, Implementasi dan Kontrol* (9th ed.). Jakarta: Prehalindo.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. Harlow: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2006). *Marketing Management*. Ne Jersey: Pearson Education Inc.
- Kriyantoro, R. (2010). *Teknik Praktek Riset Komunikasi*. Jakarta: Kencana Prenada Media Group.



- MacKenzie, S. B., & Spreng, R. A. (1992). How Does Motivation Moderate the Impact of Central and Peripheral Processing on Brand Attitudes and Intentions? *Journal of Consumer Research*.
- Malhotra, N. K., Baalbaki, I. B., & Bechwati, N. N. (2013). *Marketing Research: An Applied Orientation* (Arab World Edition ed.). Edinburgh Gate, Harlow: Pearson Education Limited. Dipetik Januari 30, 2017, dari <http://www.pearsonmiddleeastawe.com/pdfs/SAMPLE-marketing-research.pdf>
- Manrai, L. A., Broach, Jr., V. C., & Manrai, A. K. (1992). Advertising Appeal and tone: Implication for Creative Strategy in Television Commercial. *Journal of Business Research*, 43-58.
- Manrai, L. A., Broach, Jr., V. C., & Manrai, A. K. (1992). Advertising Appeal and tone: Implication for Creative Strategy in Television Commercial. *Journal of Business Research*, 43-58.
- Martinus, H. (2011). Analisis Industri Retail di Indonesia. *Jurnal Humaniora BINUS University*, 1309-1321.
- Miyarso, E. (2011). Cinematography in The Field of Educational, Information and Communication Technologies Times. *Jurnal Universitas Negeri Yogyakarta*.
- Mowen, J. C., & Minor, M. (2002). *Perilaku Konsumen*. Jakarta: Erlangga.
- Neuman, W. L. (2014). *Social Research Methods : Qualitative and Quantitative Approach*. Harlow: Edinburg Gate.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approach* (Pearson New International ed.). Edinburgh Gate, Harlow: Pearson Education Limited. Dipetik Januari 31, 2017, dari [https://cleavermonkey.files.wordpress.com/2015/10/w-lawrence-neuman-social-research-methods\\_-qualitative-and-quantitative-approaches-pearson-education-limited-2013.pdf](https://cleavermonkey.files.wordpress.com/2015/10/w-lawrence-neuman-social-research-methods_-qualitative-and-quantitative-approaches-pearson-education-limited-2013.pdf)
- Nugraha, D. W. (2013). YouTube salah satu bentuk platform media baru dalam dunia periklanan Indonesia. *Makalah Non-Seminar FISIP Universitas Indonesia*.



- Nwanko, E. B., Aboh, J. U., Obi, T. C., Agu, S. A., & Agbor, N. S. (2013). Influence of Advertising Appeals and Personality on telecoms Consumption Preference in Nigeria. *International Journal of Academic Research on Business and Social Science*.
- O'Reilly. (2006, December 10). *Web 2.0 Compact Definition: Trying Again*. Retrieved from Radar O'Reilly: <http://radar.oreilly.com/2006/12/web-20-compact-definition-tryi.html>
- Parker, F. (2017, April 23). *It's been exactly 12 years since the first video was uploaded on YouTube*. Retrieved from Metro.co.uk: <https://metro.co.uk/2017/04/23/its-been-exactly-12-years-since-the-first-video-was-uploaded-on-youtube-6593154/>
- Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. *Academic Press*, 124 - 162.
- Prajarto, N. (2009). *Metode Survei Untuk Penelitian Komunikasi*. Yogyakarta: Penerbit FISIPOL UGM.
- Priyatno, D. (2010). *Paham Analisa Statistik Data Dengan SPSS*. Yogyakarta: Mediakom.
- Putra, Y. S. (2016). Theoretical Review: Teori Perbedaan Generasi. *Jurnal STIE AMA*, 123-134.
- S.Y.B.A. (2011). Advertising. *Journal of University of Mumbai*.
- Setiawan, J. (2012). Membangun Brand Preference Melalui Advertising dan Celebrity Endorser. *Jurnal Akuntansi Permata Harapan*.
- Shimp, T. A. (2003). *Periklanan Promosi: Pemasaran Terpadu*. (R. Sahrial, & D. Anikasari, Trans.) Jakarta: Erlangga.
- Shimp, T. A. (2007). *Advertising, Promotion, and Other Aspect of Integrated Marketing Communication, 7th Edition*. South-Western: Thompson Pub.
- Soliha, E. (2008). Analisis Industri Ritel di Indonesia. *Jurnal Bisnis dan Ekonomi Fakultas Ekonomi Stikubang Semarang*, 128-142.
- Solomon, M. R. (2003). *Conquering Consumerspace Marketing Strategy for Branded World*. New York: AMACOM.



- Speck, P. S. (1991). The Humorous Messages Txonomy: A Framework for Study of Humorous Ads. *Journal of Current Issues and Research in Advertising*, 1-44.
- Sternthal, B., & Craig, S. C. (1973). Humor in Advertising. *Journal of Marketing*, 12-18.
- Sugiyono. (2011). *Metode Peneletian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sulaksana, U. (2003). *Integrated Marketing Commcunication. Teks dan Kasus*. Yogyakarta: Pustaka Pelajar.
- Suripto, & Saputra, B. (2016). *Modul Olah Data SPSS: Mengolah Data Penelitian Kuantitatif Dengan SPSS*. Yogyakarta: Departemen Manajemen dan Kebijakan Publik, Fisipol UGM.
- Suripto, & Saputra, B. (2016). *Modul Olah Data SPSS: Mengolah Data Penelitian Kuantitatif Dengan SPSS*. Yogyakarta: Departemen Manajemen dan Kebiakan Publk, Fisipol UGM.
- Sutisna. (2001). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: Rosda Karya.
- Suyanto, M. (2005). *Strategi Perancangan Iklan Televisi Perusahaan Top Dunia*. Yogyakarta: Penerbit Andi.
- Syidik, S. (2019, 05 21). *Ramayana Tebar Dividen Rp 337 M dan Rombak Direksi*. Retrieved from [cnbcindonesia.com: https://www.cnbcindonesia.com/market/20190524132044-17-74873/ramayana-tebar-dividen-rp-337-m-dan-rombak-direksi](https://www.cnbcindonesia.com/market/20190524132044-17-74873/ramayana-tebar-dividen-rp-337-m-dan-rombak-direksi)
- Trout, J., & Ries, A. (2001). *Positioning: The Battle for Your Mind*. New York: Mc-Graw Hill.
- Ventakesh, & Senthilkumar. (2015). Effectiveness of Humor Advertising on Advertising Success. *Internetaional Journal of Management, Chennai University*, 171-179.



- Wahyuni, H. I. (2013). *Kebijakan Media Baru di Indonesia*. Yogyakarta: Gadjah Mada University Press.
- Weiberger, M. G., & Gulas, C. S. (1992). The Impact of Humor in Advertising: A Review. *Journal of Advertising*, 35-59.
- Wibowo, M. (2018). *Iklan Televisi dan Perlindungan Hukum Bagi Konsumen*. Bandung: Mandar Maju.
- Wijaya, B. S. (2012). The Development of Hierarchy of Effects Model in Advertising. *International Research Journal og Bussines Studies Bakrie Universty*, 73-85.
- Yi-Lin, L. (2011). The impact of advertising appeals and advertising spokesperson in advertising attitudes and purchase intentions. *African Journal of Business Management* , 85446-8457.