



Daftar Pustaka

Buku

- Bessant, John dan Tidd, Joe. 2007. *Innovation and Entrepreneurship*. John Wiley and Son Ltd Cravens, D.W. and Piercy, N. F. 2006. *Strategic Marketing*, 8th ed. New York: Mc Graw Hill
- Chaffer, Dave, et al. 2000. *Internet Marketing: Strategy, Implementation and Practice*. United Kingdom: Pearson Education Limited
- Cooper, Donald R. dan Schindler, Pamela S. 2011. *Business Research Methods*, edisi 11. New York: McGrawHill
- Daymon, Christine dan Holloway, Immy. 2008. *Metode-Metode Riset Kualitatif: dalam Public Relations dan Marketing Communications*. Yogyakarta: Penerbit Bentang
- Effendy, Onong Uchyana. 2011. *Ilmu Komunikasi: Teori dan Prakteknya*. Bandung: Remaja Rosdakarya
- Flew, T. 2002. *New Media: An Introduction*. Melbourne: Oxford University Press
- Flick, U. 2004. *Design and Process in Qualitative Research*, dalam *A Companion to Qualitative Research*. London: SAGE Publication
- Gamble, Michael dan Gamble, Teri K. 1986. *Introducing Mass Communication*. New York: McGraw-Hill
- Gerbner, G. 1967. *Mass Media and Human Communication Theory*. *Human Communication Theory*. New York: Holt, Rinehart, & Winston
- Glueck, William F. dan Jauch, Lawrence R. 1998. *Manajemen Strategis dan Kebijakan Perusahaan*. Jakarta: Erlangga
- Halim, Abdul. 2003. *Analisis Investasi*. Jakarta: Salemba Empat



- Heizer, Jay dan Render, Barry. 2009. *Manajemen Operasi*, edisi 9. Jakarta: Salemba Empat
- Klein, Naomi. 2000. *New Branded World*, dalam *No Space, No Choice No Job, No Logo*. London: Flamingo
- Kotler, P. dan Keller, K.L. 2009. *Manajemen Pemasaran*. Jakarta: Erlangga
- Kotler, P. dan Keller, K.L. 2012. *Manajemen Pemasaran*. Jakarta: Erlangga
- Kotler, P. dan Armstrong G. 2008. *Prinsip-Prinsip Pemasaran*, edisi 12. Jakarta: Erlangga
- Malhotra, Naresh K. 1999. *Marketing Research: An Applied Research*, edisi 3. New Jersey: Prentice Hall
- Mohammed, R., et al. 2003. *Internet Marketing*. New York: Prentice Hall
- Mulyadi. 2001. *Sistem Akuntansi*. Jakarta: Salemba Empat
- Nurudin. 2012. *Media Sosial Baru*. Yogyakarta: Mata Padi Pressindo
- Organisation for Economic Co-operation and Development/Eurostat. 2005. *Guidelines for Collecting and Interpreting Innovation Data*, edisi 3. Paris: Author
- Pawito. 2007. *Penelitian Komunikasi Kualitatif*. Yogyakarta: Pelangi Aksara Yogyakarta
- Rogers, Everett M. 1983. *Diffusion of Innovations*. London: The Free Press
- Sekaran, Uma. 2006. *Metode Penelitian untuk Bisnis*. Jakarta: Salemba Empat
- Severin, Werner J. dan Tankard Jr, James W. 2005. *Teori Komunikasi: Sejarah, Metode, dan Terapan di dalam Media Massa*. Jakarta: Kencana Prenada Media Group



- Simamora, Henry. 2007. *Manajemen Pemasaran Internasional*. Jakarta: Rineka Cipta
- Thompson. A.A., Strickland, A.J., dan Gamble, J. 2009. *Crafting Executing Strategy*. McGrawHill
- Yin, Robert K. 1997. *Studi Kasus: Desain dan Metode*. Jakarta: Raja Grafindo Persada
- Yin, Robert K. 2003. *Studi Kasus: Desain dan Metode*. Jakarta: Raja Grafindo Persada
- Yin, Robert K. 2011. *Studi Kasus: Desain dan Metode*. Jakarta: Raja Grafindo Persada
- Zainuddin, H. M. 2007. *The Journalist Buku Basic Wartawan Bacaan Wajib Para Wartawan, Editor, dan Mahasiswa Jurnalistik*. Jakarta: Prestasi Pustaka Publisher
- Zikmund, William G, et al. 2003. *Integrating Marketing Strategy and Information Technology*. New Jersey: John Wiley and Sons

Jurnal

- Alch, M. 2000. *Get Ready for the Net Generation*, dalam *Training & Development*, vol. 54, pp. 32-34
- Ansoff, H. I. 1957. *Strategies for Diversification*, dalam *Harvard Business Review*, vol. 35, no. 5, pp. 113-124
- Boyd, M. D. dan Ellison, B. N. 2007. *Social Network Sites: Definition, History, and Scholarship*, dalam *Journal of Computer-Mediated Communication*, vol. 13, no. 1
- Bresciani, Sabrina dan Eppler, Martin J. 2010. *Brand New Ventures? Insights on Start-Ups' Branding Practices*, dalam *Journal of Product & Brand Management*, vol. 19, no. 5, pp. 356-366



- Confos, Nicolla dan Davis, Teresa. 2016. *Young Consumer-Brand Relationship Building Potential Using Digital Marketing*, dalam *European Journal of Marketing*, vol. 50, no. 11, pp. 1993-2017
- Eisenhardt, Kathleen M. dan Graebner, Melissa E. 2007. *Theory Building from Cases: Opportunities and Challenges*, dalam *Academy of Management Journal*, vol. 1, no. 50, pp. 25-32
- Fournier, S. 1998. *Consumer and Their Brands: Developing Relationship Theory in Consumer Research*, dalam *Journal of Consumer Research*, vol. 24, pp. 343-353
- Hastjarjo, Sri. 2007. *Teknologi Digital dan Dunia Penyiaran*, dalam *Jurnal Komunikasi Massa*, vol. 1, no. 1, pp. 35-41
- Hermana, Budi. 2006. *Mendorong Daya Saing di Era Informasi dan Globalisasi: Pemanfaatan Modal Intelektual dan Teknologi Informasi sebagai Basis Inovasi di Perusahaan*
- Kohli, C. dan LaBahn, D. W. 1997. *Observations. Creating Effective Brand Names: A Study of the Naming Process*, dalam *Journal of Advertising Research*, vol. 37, no. 1, pp. 67-75
- Levitt, Theodore. 1965. *Exploit the Product Life Cycle*, dalam *Harvard Business Review*, vol. 43, pp. 81-94
- Noone, Breffni, et al. 2011. *Social Media Meets Hotel Revenue Management: Opportunities, Issues, and Unanswered Questions*, dalam *Journal of Revenue and Pricing Management*, vol. 10, no. 4, pp. 293-305
- Rademakers, Martijn. 2005. *Corporate Universities: Driving Force of Knowledge Innovation*, dalam *Journal of Workplace Learning*, vol. 17, pp. 130
- Shah, Sonali K. dan Corley, Kevin G. 2006. *Building Better Theory by Bridging the Quantitative-Qualitative Divide*, dalam *Journal of Management Studies*, vol. 43, no. 8
- Simmons, G. 2007. *i-Branding: Developing the Internet as a Branding Tool*, dalam *Marketing Intelligence & Planning*, vol. 25, no. 6, pp. 544-562



Van Dijck, J. dan Poell T. 2013. *Understanding Social Media Logic*, dalam *Media and Communication*, vol 1, no. 1, pp. 2-24

Waiguny, M.K., et al. 2013. *How Advergame Content Influences Explicit and Implicit Brand Attitudes: When Violence Spills Over*, dalam *Journal of Advertising*, vol. 42(2-3), pp. 155-169

Sumber Lainnya

Alasfor, K. 2016. *Social Media Adoption Among University Instructors in Saudi Arabia*, Disertasi Wayne State University

Lim, M. 2012. *The League of Thirteen: Media Concentration in Indonesia*. Research Report. Tempe: Participatory Media Lab at Arizona State University

<http://corporate.jawapos.com/advertise>

www.DetEksijawapos.com

<https://www.jpnn.com/news/inilah-empat-koran-dengan-pembaca-terbanyak?page=2>, diakses pada september 2018).

<https://www.radarbanten.co.id/jawa-pos-kembali-raih-penghargaan-di-asian-media-awards-2016/> diakses pada September 2018

https://projects.co.id/public/browse_users/portofolio_list/7c0716/martiana-martiana

<https://www.pressreader.com/indonesia/jawa-pos/20171207/281496456617467> diakses pada September 2018).

<https://nasional.kompas.com/read/2017/04/30/11135891/pisa.dan.daya.baca.bangsa?page=all>, diakses pada 20 Juni 2019



UNIVERSITAS
GADJAH MADA

Inovasi Produk Halaman Media Cetak: Studi Kasus Inovasi Produk Rubrik Remaja Zetizen Jawa Pos
PUTRA KURNIAWAN, Novi Kurnia, M.Si.,M.A., Ph.D

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

<https://www.antaranews.com/berita/663307/unesco-sebut-indonesia-negara-super-power-bidang-budaya>

<https://www.republika.co.id/berita/pendidikan/eduaction/16/04/29/o6dpyg335-di-indonesia-hanya-1-dari-1000-orang-yang-serius-membaca-buku>

<https://edukasi.kompas.com/read/2016/08/29/07175131/minat.baca.indonesia.ada.di.urutan.ke-60.dunia>

Jawapos.co.id/profile/index.php, diakses pada 02/7/2018

shikaarimasen.tumblr.com

statistics.gov.uk

zetizen.com