

DAFTAR PUSTAKA

- Boyd, D.M. 2007. *Social Network Sites : Definition, History, Journal of Computer- Mediated Communication*. Vol 13 No 1
- Don Tapscott. 1998. *Growing Up Digital: The Rise of the Net Generation*. McGraw-Hill
- Jankowski, Nicholas and Lucien Hanssen. 1996. *Interactivity from Perspective of Communication Studies. The Contour of Multimedia*
- McMillan, Sally J. 2006. *Exploring models of interactivity from multiple research traditions: Users, documents and systems. Handbook of new media*. London: Sage
- McQuail, Denis. 2005. *Mass Communication Theory* Fifth Edition. London:Sage.
- McQuail, Dennis & Windahl, Sven. 1993. *Communication Models: For the Study of Media Communication 2nd Edition*. New York: Longman
- Rakhmat, Jalaluddin. 1993. *Metode Penelitian Komunikasi*. Bandung : PT Remaja Rosdakarya
- Rafaeli. 1988. *Interactivity: From new media to communication*. Newbury Park: Sage
- Rogers, Everret M.& D. Lawrence Kincaid .1981. *Communication Networks.Toward a New Paradigm for Reseach*. New York: The Free Press
- Rogers, Everett. 1986. *Communication Technology*. New York. Free Press
- Selltiz, C. Wrightsman, L. S.; and Cook, S. W. 1976. *Research methods in social relations (3rd ed.)*. New York: Holt, Rinehart, & Winston
- Sugiyono. 2012. *Memahami Penelitian Kualitatif*. Bandung : Alfabeta
- Venus, Antar. 2004. *Manajemen Kampanye*. Bandung: Simbiosis RekatamaMedia