

Daftar Pustaka

Buku:

- Alfred, McClung Lee and Elizabeth, Bryant. 1939. *The Fine Art of Propaganda: A Study of Father Coughlin's Speeches*; 140pp .New York: Harcourt Brace
- Antar, Venus, Drs, M. A. 2009. *Manajemen Kampanye*. Bandung: Simbiosis Rekataman Media
- APJII. 2012. *Profil Pengguna Internet Indonesia*. Jakarta
- Assael, H., Reed, P. and Patton, M. 1995. *Marketing: Principles and Strategy* Harcourt-Brace, Sydney
- Belch, George E. dan Belch, Michael A. 2001. *Advertising and Promotion: An Integrated Marketing Communications Perspective (5th Edition)*. New York: Mc. Graw Hill
- Baran, Stanley J. 1999. *Introduction to Mass Communication, Media Literacy and Culture*. California: Mayfield Publishing Company
- Boyd, D. M., and Ellison, N. B. 2007. *Social network sites: Definition, history, and scholarship*; Journal of Computer-Mediated Communication Vol. 13 Issue 1, p210-230, Blackwel
- Clow, K. E., and Baack, D. 2007. *Integrated Advertising, Promotion, and Marketing Communication*. New Jersey: Perason Prentice Hall
- Dale, Ernest dan Michelin, L.C. 1986. *Modern Management Methods*. Jakarta: Andalas Putra
- Engel, James F., Kollat, David T. and Blackwell, Rodger D. 1968 .*Consumer Behavior*, 1st ed. New York: Holt, Rinehart and Winston
- Gage, David C. Berliner. 1984. *Educational Psychology* (4th ed). Boston: Houghton Mifflin Company
- Gage, N. L., dan Berliner, D. C. 1998. *Educational Psychology* (6th ed.). Boston, MA: Houghton Mifflin. [Also, Gage, N. L., dan Berliner, D. C., *Instructor's manual for Educational Psychology* (6th ed.). And, Bierly, M. M., Gage, N. L., dan Berliner, D. C. *Student Study Guide for Educational Psychology* (6th ed.)].

- Hepner, Harry Walker.1955. *Modern Marketing Dynamics and Management*.
Japan: Kogakusha Co., Ltd
- Himstreet, William C dan Baty, Wayne Murlin. 1961. *Business Communications Principles and Methods, Seventh Edition*.United States of America: Kent Publishing Company
- Hovland, C. I., Janis, I. L. and Kelley, H. H. 1953. *Communications and persuasion: Psychological studies in opinion change*, New Haven, CT: Yale University Press
- Howard, J., Sheth, J.N. 1968. *Theory of Buyer Behavior*. J. Wiley & Sons. New York
- Kinnear, Thomas C. and James R. Taylor. 1995. *Marketing Research: An Applied Approach*. McGraw Hill Text
- Kotler, P. 2005. *Manajemen pemasaran*, Edisi Bahasa Indonesia, Jilid 1. Jakarta: PT. Indeks Kelompok Gramedia
- Littlejohn, Stephen. W dan Foss, Karen A.2009. *Encyclopedia of Communication Theory*. University of New Mexico: SAGE Publication, Inc
- Machfoedz, Mahmud. 2010. *Komunikasi Pemasaran Modern*. Yogyakarta: Cakra Ilmu
- Meginson, Leon C; Mosely, Donal C; dan Pietri, Paul H. 1983. *Management Concepts and Applications*.University of South Alabama: Harper dan Row Publisher, Inc
- Mowen, John C dan Michael, Minor. 2002. *Perilaku Konsumen* (1st ed), edisi 5. Jakarta: Erlangga
- Pavlov, I. P. 1928. *Lectures On Conditioned Reflexes*.(Translated by W.H. Gantt)
London: Allen and Unwin.
- Peter, J.P.,dan Olson, J.C. 2010. *Consumer Behavior dan marketing Strategy*: McGraw. Hill Higher Education
- Ries, Al dan Jack, Trout. 2001. *Positioning: The Battle for Your Mind*. New York: McGraw-Hill Professional

- Rogers, E. M., dan Storey, J. D. 1987. *Communication campaigns*. In C. Berger dan S. Chaffee (Eds.), *Handbook of communication science* (pp. 817–846). Newbury Park, CA: Sage
- Schiffman, Leon G., Leslie Lazar Kanuk. 2004. *Consumer Behavior*. 8th Ed. New Jersey: Prentice-Hall.
- Schultz, Don E; Barnes, Beth E.; Schultz, Heidi F.; Azzaro, Marian. 2009. *Building Customer- Brand Relationships*. New York: M.E. Sharpe
- Simamora, Bilson. 2000. *Panduan Riset Perilaku Konsumen*. Jakarta: PT Gramedia Pustaka Utama
- Solis, Brian and Breakenridge, Deidre K. 2009. *Putting the Public Back in Public Relations*. New Jersey: Pearson Education
- Solomon, M.R. 2007. *Consumer Behavior: Buying, Having, and Being*. New Jersey: Pearson Education
- Skinner, B.F., 1957. *Verbal Behavior*. New York: Appleton- Century
- Sugiyono. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta
- Thorndike, E. L. 1940. *Human Nature and the Social Order*. Michigan University: Macmillan Company
- Upshaw, L.B. 1995. *Building Brand Identity: A Strategy for Success in A Hostile Marketplace*. New York: John Wiley & Sons, Inc
- Usman, Husnaini dan Akbar, Setiady Purnomo. 2006. *Pengantar Statistika Edisi Kedua*. Jakarta: PT Bumi Aksara
- Pace, R. Wayne; Peterson, Brent D.; Burnett, M. Dallas. 1979. *Techniques for Effective Communication*. New Jersey: Addison-Wesley, Old Tappan

Jurnal:

- Journal of Family Ecology and Consumer Sciences, Vol 29, 2001. Consumer Decision- Making Models Within the Discipline of Consumer Science: A Critical Approach by Erasmus, Alet C; Boshoff Elizabeth; Rousseau. 2001 University of Pretoria, Chapter 3; The Consumer Decision-Making Process

Some Marks on Stimulus- Response Theories of Language Learning. California:
Stanford University by Suppes, Patrick dan Crothers, Edward. 1966

Internet:

Tolak Ukur Kesuksesan *Brand Activation di Dalam Social Media* diakses dari:

<http://media.kompasiana.com/new-media/2010/02/08/tolak-ukur-kesuksesan-brand-activation-di-dalam-social-media-70303.html>, oleh
Primaretha, Andi, 2010, diakses pada tanggal 29 Juni 2014

<http://www.ukessays.com/essays/marketing/advertising-in-a-modern-world-marketing-essay.php>, sebuah website yang merangkum esai mengenai iklan dan pemasaran, diakses pada 3 Agustus 2014

<http://www.britannica.com/EBchecked/topic/566450/stimulus-response-theory>,
oleh Encyclopaedia Britannica, website yang memuat tentang pengetahuan dan diskusi milik warga negara Inggris, diakses 10 Agustus 2014

<http://onlinelibrary.wiley.com/doi/10.1111/j.1083-6101.2008.00408.x/full>,
journal of computer mediated communication, diakses pada 4 Desember 2014