



REFERENCES

- American Heart Association (2014). When is the best time of day to work out? *American Heart Association* 6(9). Accessed on January 19, 2016, from: http://www.heart.org/HEARTORG/GettingHealthy/PhysicalActivity/When-Is-the-Best-Time-of-Day-to-Work-Out_UCM_438922_Article.jsp#.Vp5SWZN94dU
- Asosiasi Penyelenggara Jasa Internet Indonesia. 2014. *Puspakom*. Universitas Indonesia. Jakarta: APJII.
- Athanasopolou, P., Oikonomou, K., Douvis, J., & Kriemadis, A. 2014. "Analysing Consumer Behaviour in Fitness Centers." *President's Council for Sports and Fitness Journal* Vol. 19 No. 2. pp 57-58
- Baechle, T., & Earle, R. 2012. *Weight Training: Steps to Success*. London, United Kingdom: Human Kinetics.
- Bakken, A.-L. 2011. "Fitness, Class and Culture." *Norwegian Social Research* Vol. 6 No. 9, pp: 23-24
- BKPM (2014). *STATISTIK PENDUDUK MENURUT JENIS KELAMIN*. Accessed on October 4, 2015, from BKPM: <http://regionalinvestment.bkpm.go.id/newsipid/demografipendudukjel.php?ia=34&is=37>
- Central Bureau of Statistics. (2014). *Population of Yogyakarta*. Accessed on October 10, 2015, from Central Bureau of Statistics: <http://yogyakarta.bps.go.id/linkTabelStatis/view/id/7>
- Central Bureau of Statistics. (2015). *Produk Domestik Regional Bruto D.I Yogyakarta*. Accessed on October 2, 2015, from BPS Yogya: <http://yogyakarta.bps.go.id/linkTabelStatis/view/id/59>
- Central Bureau of Statistics. 2015. *Social Media Users in Indonesia*. Annual Report, Technology, Jakarta.
- Chiuve, S., McCullough, M., Sacks, F., & Rimm, E. 2010. "Healthy Lifestyle Factors in the Primary Prevention of Coronary Heart Disease Among Men", *Physical Activity and Health* Vol. 4 No. 3, pp. 12-17
- The Episcopal Diocese of Western North Carolina. (2015). *Martin Darby Bio*. Accessed on October 1, 2015, from Diocese Website: <http://www.diocesewnc.org/Congregational%20Vitality/martin-darby-bio.html>



- Hisrich, R., Peters, M., & Shepherd, D. 2013. *Entrepreneurship*. New York: McGraw Hill.
- Hoeger, W., & Hoeger, S. 2015. *Principles and Labs for Fitness and Wellness* (13th ed.). Boston: Cengage Learning.
- Kelley, M. (2014). *The Impact of Fitness Technology on Health Outcomes*. Accessed on September 30, 2015, from Claremont McKenna College: http://scholarship.claremont.edu/cgi/viewcontent.cgi?article=1952&context=cmc_theses
- Kominfo. (2015). *Pengguna Internet Indonesia*. Accessed on December 8, 2015, from Kementerian Komunikasi dan Informatika: <http://kominfo.go.id/>
- Kuhlemeyer. (2004). *Fundamentals of Financial Management*. Accessed on November 24, 2015, from Pearson Education Limited: http://wps.pearsoned.co.uk/wps/media/objects/1670/1710101/0273685988_ch13.ppt
- McGuigan, J., Moyer, C., & Harris, F. 2012. *Economics for Managers* (11th ed.). Louisville, USA: Thomson Higher Education.
- Nugraha, S. (2015, July 2). *Inflasi Yogya*. Accessed on October 2, 2015, from Tribun News: <http://jogja.tribunnews.com/2015/07/02/inflasi-yogya-capai-035>
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. 2014. *Value Proposition Design*. New Jersey: Wiley.
- Parker, R. (2014, January 12). *Meaning of Colors*. Accessed on January 14, 2016, from OnCourse Resources: https://resources.oncourse.iu.edu/access/content/user/rreagan/Filemanager_Public_Files/meaningofcolors.htm
- Prov, J. (2014). *Jogja Prov*. Accessed on October 21, 2015, from Luas Wilayah DIY: <http://www.jogjaprov.go.id/pemerintahan/kalender-kegiatan/view/luas-wilayah>
- Rosinski, P. 2010. *Global Coaching: An Integrated Approach for Long-Lasting Results*. London, United Kingdom: Nicholas Brealey.
- Seguin, R., Epping, J., Buchner, D., Bloch, R., & Nelson, M. 2009. *Growing Stronger - Strength Training*. Boston: John Hancock Center for Physical Activity and Nutrition.



- The President's Council. 1996. "Health and Fitness", *Physical Activity and Fitness* Vol. 6, No. 6, pp. 34-35
- Thairu, K. 2010. "Fitness and nutrition policy in developing nations." *American Society for Clinical Nutrition* Vol. 9 No. 7, pp. 34-44
- Thomas, C. 2012. "The Psychology of Physical Appearance: Aesthetics, Attributes, and Images", *American Psychological Association* Vol. 4, No. 7, pp. 20-22
- Thompson, W. 2015. "WORLDWIDE SURVEY OF FITNESS TRENDS FOR 2016" *ACSM'S Health & Fitness Journal* , Vol. 16, No. 9, pp. 9-10
- U.S. Department of Health and Human Services. 2014. "Weight-Loss and Nutrition Myths", *Weight Control Information Network* Vol. 6, No. 4, pp. 33-35
- Wedel, M., & Kamakura, W. 2012. *Market Segmentation: Conceptual and Methodological Foundations*. Dordrecht: Kluwer Academic.
- Welch, I. 2014. *Corporate Finance*. California: Pearson.
- World Health Organization. (2011). Accessed on October 10, 2015, from WHO Library:
http://www.who.int/countryfocus/cooperation_strategy/ccs_indonesia_2007_2011_en.pdf
- World Health Organization. 2012. *Review of Best Practice in Interventions to Promote Physical Activity in Developing Countries*. Boston: WHO Press.