DAFTAR PUSTAKA

Badan Nasional Penempatan dan Perlindungan Tenaga Kerja Indonesia, 2017, *USA*, http://portal.bnp2tki.go.id/read/12074/USA.html. (diakses 20 Juli 2021)

Badan Pusat Statistik, 2010, *Kewarganegaraan Suku Bangsa Agama dan Bahasa Sehari-hari penduduk Indonesia No.Katalog 2102032,* https://www.bps.go.id/publication/2012/05/23/55eca38b7fe0830834605b35/kewarganegaraan-suku-bangsa-agama-dan-bahasa-sehari-hari-penduduk-indonesia.htm. (diakses 10 Desember 2020)

Badan Pusat Statistik, 2020, *Statistik Indonesia 2020 No.Katalog 1101001*, https://www.bps.go.id/publication/2020/04/29/e9011b3155d45d70823c141f/statistik-indonesia-2020.html. (diakses September 2020)

Bangoria, B., Mankad, N., and Pambhar, V., 2013, *A survey on Efficient Enhanced K-Means Clustering Algorithm*, International Journal for Scientific Research & Development Vol 1 (9).

Barrett, L.F., and Russell, J.A., 1999, *The structure of current affect: Controversies and emerging consensus*, Current directions in psychological science, pp.10-14.

Bellezza, F.S., Greenwald, A.G., and Banaji, M.R., 1986, *Words high and low in pleasantness as rated by male and female college students*, Behavior Research Methods, Instruments, & Computers, pp.299-303.

Bradley, M.M., and Lang, P.J., 1994, *Measuring emotion: the self-assessment manikin and the semantic differential.* Journal of behavior therapy and experimental psychiatry, pp.49-59.

Bradley, M.M., Hamby, S., Low, A., and Lang, P.J., 2007, *Brain potentials in perception: picture complexity and emotional arousal.* Psychophysiology, pp.364-373.

Brielmann, A.A., and Pelli, D.G., 2020, *Tracking two pleasures*. Psychonomic bulletin & revi*ew*, pp.1-11.

Burt, C.D. and Strongman, K., 2005. *Use of images in charity advertising: Improving donations and compliance rates.* International Journal of Organisational Behaviour, pp.571-580.

Chrysochou, P. and Grunert, K.G., 2014, *Health-related ad information and health motivation effects on product evaluations*, Journal of Business Research, 67(6), pp.1209-1217.

Cooper, D.R., Schindler, P.S. and Sun, J., 2006, *Business research methods,* Vol. 9, pp. 1-744, New York: Mcgraw-hill.

De Leersnyder, J., Boiger, M. and Mesquita, B., 2015. Cultural differences in emotions. *Emerging trends in the social and behavioral sciences: An interdisciplinary, searchable, and linkable resource*, pp.1-15.

Drace, S., Efendic, E., Kusturica, M., and Landzo, L., 2013, *Cross-cultural validation of the "International Affective Picture System" (IAPS) on a sample from Bosnia and Herzegovina*. Psihologija.

Fischer, A.H. and Manstead, A.S., 2008, *Social functions of emotion*, Handbook of emotions, 3, pp.456-468.

Goleman, D., 2009, *Kecerdasan Emosional: Mengapa EI lebih penting daripada IQ*, Jakarta: PT. Gramedia Pustaka Utama.

Ghozali, Imam. 2009. *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: UNDIP.

Grabovac, B., and Deak, A., 2019, *Validation Of The International Affective Picture System (Iaps) In Serbia: Comparison Of A Serbian And A Hungarian Sample*, Primenjena psihologija, pp.117-137.

Grimaldos, J., Duque, A., Palau-Batet, M., Pastor, M.C., Bretón-López, J. and Quero, S., 2021, *Cockroaches are scarier than snakes and spiders: Validation of an affective standardized set of animal images (ASSAI)*. Behavior Research Methods, pp.1-13.

Grossmann, I., Ellsworth, P.C. and Hong, Y.Y., 2012, *Culture, attention, and emotion*, Journal of Experimental Psychology: General, 141(1), p.31.

Gruhn, D., and Smith, J., 2008, *Characteristics for 200 words rated by young and older adults: Age-dependent evaluations of German adjectives (AGE),* Behavior Research Methods, pp.1088-1097.

Guchi, N. M., 2013, *Pengelompokan Mahasiswa Potensial Drop Out menggunakan Metode Clustering pada Program Studi Strata 1 Ilmu Komputer dan Teknologi Informasi Universitas Sumatera Utara*, Universitas Sumatera Utara.

Han, J., Kamber, M. and Pei, J., 2012, *Data mining: concepts and techniques 3rd Ed*, Morgan Kaufman Publishers, Amsterdam.

Heath, R. and Nairn, A., 2005, *Measuring affective advertising: Implications of low attention processing on recall*, Journal of Advertising Research, pp.269-281.

Huang, J., Xu, D., Peterson, B.S., Hu, J., Cao, L., Wei, N., Zhang, Y., Xu, W., Xu, Y. and Hu, S., 2015, *Affective reactions differ between Chinese and American healthy young adults: a cross-cultural study using the international affective picture system*, BMC psychiatry, 15(1), pp.1-7.

Jamaludin, Adon Nasrullah., 2017, Sosiologi Perkotaan Cetakan ke-2, Bandung: CV Pustaka Setia

Kahrilas, I.J., 2018, The Neurobiological Correlates of Savoring (Doctoral dissertation, Loyola University Chicago).

Kedutaan Besar Republik Indonesia, 2018, *Geografi*, https://kemlu.go.id/nur-sultan/id/pages/geografi/41/etc-menu. (diakses 20 Juli 2021)

Kelberer, L.J., Kraines, M.A., and Wells, T.T., 2018, *Optimism, hope, and attention for emotional stimuli.* Personality and Individual Differences, pp.84-90.

Kleinginna, P.R. and Kleinginna, A.M., 1981, *A categorized list of emotion definitions, with suggestions for a consensual definition. Motivation and emotion*, pp.345-379.

Khodijah, Nyayu, 2014, *Psikologi Pendidikan*, Jakarta: Rajawali Pers.

Koentjaraningrat, 2000, Pengantar Ilmu Antropologi, Jakarta: Rineka Cipta

Kustiwan, I and Pontoh, NK., 2009, Pengantar Perencanaan Perkotaan, Bandung: Penerbit ITB

Kurdi, B., Lozano, S., and Banaji, M.R., 2017, *Introducing the open affective standardized image set (OASIS).* Behavior research methods, pp.457-470.

Lang, P.J., 2005, *International affective picture system (IAPS): Affective ratings of pictures and instruction manual*, Technical report.

Lang, P.J., Greenwald, M.K., Bradley, M.M. and Hamm, A.O., 1993, *Looking at pictures: Affective, facial, visceral, and behavioral reactions*, Psychophysiology, 30(3), pp.261-273.

Larose, D.T. and Larose, C.D., 2014, *Discovering knowledge in data: an introduction to data mining* (Vol. 4), John Wiley & Sons.

Lopez-Carral, H., Grechuta, K., and Verschure, P.F., 2020, *Subjective ratings of emotive stimuli predict the impact of the COVID-19 quarantine on affective states*. PloS one, p.e0237631.

Liao, L.X., Corsi, A.M., Chrysochou, P. and Lockshin, L., 2015, *Emotional responses towards food packaging: A joint application of self-report and physiological measures of emotion*, Food Quality and Preference, 42, pp.48-55

Liew, S.L., Ma, Y., Han, S. and Aziz-Zadeh, L., 2011, *Who's afraid of the boss: cultural differences in social hierarchies modulate self-face recognition in Chinese and Americans*, PloS one, 6(2), p.e16901.

Madhulatha, T.S., 2012, *An overview on clustering methods*, IOSR Journal of Engineering, 2(4)

Margono, 2004, *Metodologi Penelitian Pendidikan*, Jakarta:Rineka Cipta.

Okamura, Y., 2017, *The influence of the background color "red" on the appraisal of pictures*, International Journal of Psychology and Educational Studies, 4(2), pp.1-9.

Packalen, E., 2008, *Music, Emotions, and Truth*, Phylosophy of Music Education Review, Vol.16, pp.41-59.

Panksepp, J., 2010, *Affective neuroscience of the emotional BrainMind: evolutionary perspectives and implications for understanding depression*, Dialogues in clinical neuroscience, pp.533.

Peter dan Olson, 1999, *Perilaku Konsumen dan Strategi Pemasaran, D. Sihombing (Penerjemah), Consumen Behaviour*, Jakarta : Gelora Aksara Pratama.

Possidonio, C., Graça, J., Piazza, J. and Prada, M., 2019, *Animal images database: Validation of 120 images for human-animal studies*, Animals, p.475.

Provotorov, G., 2019, "*Banner Blindness" in Relation to Motivational Reactivity and Emotional Expression in Banner Advertisements*, Pace University

Qiao, X., Li, H., Xiang, J. and Deng, H., 2011, *The study of images emotion based on fMRI*. In International Conference on Web Information Systems and Mining (pp. 66-72). Springer, Berlin, Heidelberg.

Riduwan, 2005, *Belajar Mudah Penelitian Untuk Guru, Karyawan dan Peneliti Pemula*, Bandung: Alfabeta.

Russel, J. A., 2003, *Core affect and the psychological construction of emotion*. Psychological Review, pp.145-172.

Santoso, S., 2005, *Mengatasi Berbagai Masalah Statistik dengan SPSS Versi 11.5* Jakarta: PT. Alex Media Komputindo.

Saranya and Punithavalli., 2011, *An Efficient Centroid Selection Algorithm for Kmeans Clustering*, International Journal of Management, IT and Engineering, I(3), pp.130-40.

Schwager, S. and Rothermund, K., 2013*, Counter-regulation triggered by emotions: Positive/negative affective states elicit opposite valence biases in affective processing*, Cognition & Emotion,pp.839-855.

Shirai, R., and Ogawa, H., 2020, *Affective evaluation of images influences personality judgments through gaze perception.* Plos one, p.e0241351.

Sitepu, R., Irmeilyana, I. and Gultom, B., 2011, *Analisis cluster terhadap tingkat pencemaran udara pada sektor industri di Sumatera Selatan*, Jurnal Penelitian Sains.

Smith, R., Kelly, B., Yeatman, H., Johnstone, S., Baur, L., King, L., Boyland, E., Chapman, K., Hughes, C. and Bauman, A., 2019, *Skin conductance*

responses indicate children are physiologically aroused by their favourite branded food and drink products. International journal of environmental research and public health, pp.3014.

Soares, A.P., Pinheiro, A.P., Costa, A., Frade, C.S., Comesaña, M. and Pureza, R., 2015, *Adaptation of the international affective picture system (IAPS) for European Portuguese*. Behavior Research Methods, pp.1159-1177.

Soekanto, S., 2010, *Sosiologi Suatu Pengantar*, Jakarta: Rajawali Pers.

Sugiyono, 2007, *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

Tan, P.N., Steinbach, M., Kumar, V., 2006, *Introduction to Data Mining*, Boston:Pearson Education.

Tsai, J.L., Chentsova-Dutton, Y., Freire-Bebeau, L. and Przymus, D.E., 2002., *Emotional expression and physiology in European Americans and Hmong Americans*, Emotion, 2(4), p.380.

Ueno, D., Masumoto, K., Sato, S., and Gondo, Y., 2019, *Age-Related Differences in the International Affective Picture System (IAPS) Valence and Arousal Ratings among Japanese Individuals*. Experimental Aging Research, pp.331-345.

Underwood, R.L. and Klein, N.M., 2002, *Packaging as brand communication: effects of product pictures on consumer responses to the package and brand*, Journal of Marketing Theory and Practice, 10(4), pp.58-68.

Verschuere, B., Crombez, G., and Koster, E., 2001, *The international affective picture system*. Psycholo. Belgica, pp.205-217

Widiyanto, M.A., 2013, *Statistika Terapan*, PT. Elex Media Komputindo, Jakarta.

Yu, L.C., Lee, L.H., Hao, S., Wang, J., He, Y., Hu, J., Lai, K.R. and Zhang, X., 2016, June. *Building Chinese affective resources in valence-arousal dimensions.* In Proceedings of the 2016 Conference of the North American Chapter of the Association for Computational Linguistics: Human Language Technologies, pp. 540-545.