

BIBLIOGRAPHY

- Aaker, D.A. et.al. (1992). *Advertising Management*. USA: Prentice-Hall, Inc.
- Amir-Piliang, Yasraf. (2003). *Hipersemiotika: Tafsir Cultural Studies atas Matinya Makna*. Yogyakarta: Jalasutra.
- Anggarasari, Widyaputri. (2006). *Iklan Rokok A Mild sebagai Representasi Reaksi terhadap Peristiwa Politik di Indonesia-Sebuah Analisa Semiotika*.
[Online]
Retrieved from:
<http://digilib.petra.ac.id/viewer.php?page=23&submit.x=25&submit.y=18&submit=next&qual=high&submitval=next&fname=%2Fjiunkpe%2Fs1%2Fikom%2F2005%2Fjiunkpe-ns-s1-2005-51401131-6789-broom-abstrak.pdf>
- Barnard, M. (2006). *Fashion Sebagai Komunikasi*. Yogyakarta: Jalasutra
- Barker, Chris. (2000). *Cultural Studies : Theory and Practice*. London: Sage Publications
- Barthes. (1977). *Rhetoric of the Image, Music, Text*. London: Fontana Press
- Barthes, Roland. (1987). *Myth Today*. [Online]
Retrieved from:
http://www.aber.ac.uk/media/documents/S4B/sem13.html#Hayward_1996
[August 01, 2010]
- Budiyanto, Haris. (2010). Layakkah O.C Kaligis Menjadi Pemimpin [online]
Available at:
<http://harrybudiyanto.blogspot.com/2010/06/layakkah-oc-kaligis-menjadi-pimpinan.html>
[August 12, 2010]
- Chandler, Daniel. (2002). *Semiotics: The Basics*. London: Routledge.
- Chrisnandi, Yuddy. (2010). *Menggagas Kepemimpinan Kaum Muda*. [online]
Available at:
<http://www.korantempo.com/korantempo/koran/2007/10/30/Opini/krn.20071030.114279.id.html>
[August 12, 2010]

- D'Amato, Paul. (1999). *Marxism and oppression*. [Online]
Retrieved from:
http://socialistworker.org/2006-2/594/594_13_ClassOppression.shtml
[August 24, 2010]
- Dyer, Gillian. (1996). *Advertising as Communication*. London: Routledge
- Dominick, A. Brian and Ebrahimi, Sara Zia. (1997). *Young and Oppressed* [online]
Retrieved from:
<http://www.zcommunications.org/young-and-oppressed-revolution-kid-style-by-brian-dominick>
[September 12, 2010]
- Geis, M. L. (1982). *The Language of Television Advertising*. Academy Press: New York.
- Hall, Stuart, ed. (1997). *Representation: Cultural Representations and Signifying Practices*. London: Open University Press
- Handayani, Putri. (2007). *Makna Kritik Sosial Iklan Rokok A Mild—Analisis Semiotik Pada Iklan Rokok Harusnya Gampang Dibikin Susah*. [Online]
Retrieved from:
<http://skripsi.umm.ac.id/files/disk1/255/jiptummpp-gdl-s1-2008-lianah0122-12720-PENDAHLU-N.pdf>
[24 september 2010]
- Keegan, W.J. (1996). *Manajemen Pemasaran Global*. Jakarta: Prenhallindo.
- Lianah. (2008). *Kritik Sosial Pada Iklan Rokok A Mild Versi Taat Cuma Kalo Ada Yang Liat (Analisis Semiotika)*. [Online]
Retrieved from:
<http://lib.fikom.unpad.ac.id/digilib/gdl.php?mod=browse&op=read&id=jbptunpadfikom-gdl-eilinawati-2950>
[September 12, 2010]
- Miles, M. B. and Hubberman A. M. (1992) *Analisis Data Kualitatif*. Jakarta: UI Press.
- Noviani, Ratna. (2002). *Jalan Tengah Memahami Iklan antara Realitas, Representasi dan Simulasi*, Pustaka Pelajar: Yogyakarta.

- N. K. Denzin & Y. S. Lincoln (Eds.), *Handbook of Qualitative Research* (2nd ed). Thousand Oaks, CA: Sage.
- Oxford Advanced Learner's Dictionary*. (1989). New York: Oxford University Press
- Oxford Advanced Learner's Dictionary*. (2000). New York: Oxford University Press
- Picciano, Anthony G. (1991). Descriptive research in education Administration and Supervision. [Online].
Retrieved from:
<http://tonycuny.cuny.edu/a705w007.html> [August 01, 2010]
- Rossiter, J.R. and Percy. (1996). *Advertising communication and Promotion Management*. Singapore: Mc GrW-Hill Companies.
- Schröder, K.C. (1988). *Television and its Audiences*. British Film Institute: London
- Selby, Keith and Coedery, Ron, (1995). *How to Study Television*. London: Mc Millisan.
- Sobur, Alex. (2002). *Semiotika Komunikasi*. Bandung: Remaja Rosdakarya.
- Sugiono. (2005). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Sukyadi, Didi. (2005). *Ikonitas Klausa Partisium Lepas Bahasa Inggris Dalam Teks Naratif dan Nonnaratif*. Unpublished Disertation. Jakarta: Indonesia University.
- Sunardi, ST. (2002). *Semiotika Negativa*. Yogyakarta: Kanal.
- Suryani, Rahma. (2009). *Simbol-Simbol Mentalitas Aparat Pemerintah Dalam Iklan Rokok (Analisis Semiotika Terhadap Iklan Rokok Sampoerna A Mild)*. [Online]
Retrieved from:
http://dewey.petra.ac.id/jiunkpe_dg_6789.html
[September 12, 2010]
- Wilfred, T. (1962). "Color Organ", in Compton's Pictured Encyclopedia. Chicago: F. E. Compton & Company



APPENDICES