

References

- Aaker, D. A et al. 1992. *Advertising management (4th Edition)*. New Jersey: Prentice Hall International, Inc.
- Affandi, N.R.D. 2006. *A Potrait of Ideal Female in The Discourse of Cosmopolitan Women's Magazine*. Unpublished Paper. Bandung: UPI.
- Alwasilah, A. Chaedar. 2002. *Pokoknya Kualitatif: Dasar- dasar Merancang dan Melakukan Penelitian Kualitatif*. Jakarta: PT. Dunia Pustaka Jaya dan Pusat Studi Sunda.
- Aria. 2004. *Kajian Semiotik Terhadap Puisi Pada "Cermin Kaki Langit" Majalah Horison Untuk Penyusunan Bahan Ajar Sastra di Madrasah Tsanawiyah*. An Unpublished Paper of Magister Degree. Bandung: Universitas Pendidikan Indonesia.
- Ayer, A.J. 1968. *The Origins of Pragmatism*. United State of America: Freeman, Cooper & Company.
- Beauvoir, Simone. 2010. *The Second Sex*. [Online] Available at: scribd.com. Accessed [08/10/2010].
- Bagus, Lorens. 1996. *Kamus Filsafat*. Jakarta: PT Gramedia Pustaka Utama.
- Balagadhara, S.N. 2008. *A Theoretical Hypothesis*. [Online] available at: scribd.com. Accessed [4/12/2010].
- Bolen, William H. 1984. *Advertising*. Canada: Jhon Willey and Sons, Inc.
- Bruce, Mitford Miranda. 1996. *Signs and Symbols*. USA: DK Adult.
- Budiman, Manneke, 2000. *Semiotika dalam Tafsir Sastra: Antara riffaterre dan Barthes*. Depok: Pusat Penelitian Kemasyarakatan dan Budaya Direktorat Riset dan pengabdian Masyarakat Universitas Indonesia.
- Butler, Judith. 1990. *Gender Trouble*. London and New York: Routledge.
- Chandler, Daniel. 2002. *Semiotics: The Basic*. London: Routledge.

Chafetz, J.S. 1974. *Masculinity*. [Online] available at: <http://theoryhead.com>. Accessed [08/10/2010].

Christomy, T. 2004. *Peircean Dan Kajian Budaya*. Depok: Pusat Penelitian Kemasyarakatan dan Budaya Direktorat Riset dan pengabdian Masyarakat Universitas Indonesia.

Cobley, Paul. 1999. *The Routledge Companion to Semiotics and Linguistics*. London and New York: Routledge.

Cook, Guy. 1992. *The Discourse of Advertising*: Routledge: London and New York.

Eckert, Penelope and Sally McConnell. 2007. *Language and Gender*. Cambridge: New York.

Fischer, Eileen. 1994. *Sex, Gender Identity, Gender Role Attitudes, and Consumer Behaviours*. [Online] available at: scribd.com. Accessed [4/4/ 2010].

Gauntlett, D. 2008. Men's magazine in 2001. *In Media, gender, and identity (2nd edition)*. London: Routledge. Also available [Online] at: <http://theoryhead.com>. Accessed [11/1/2009].

Griffiths, Merris. 1996. *A Semiotic Analysis of Diesel Print Advertisement*. [Online] available at: [\all bout ads analysis\aberAcUk_Merris.htm](http://allboutadsanalysis.aber.ac.uk/Merris.htm). Accessed [11/1/ 2009].

Hagart, Jim. 2003. *Silk Cut and Purple Tears*. [Online] available at: subliminalworld.org. Accessed [11/1/ 2009].

Hornby, A.S. 2000. *Oxford Advanced Dictionary: Learner's Dictionary*. 6th Edition. Oxford: Oxford University.

http://news.bbc.co.uk/2/hi/uk_news/magazine/7342168.stm. Accessed [2/8/ 2010].

<http://simphonymusic.com/info/sejarah-perkembangan-alat-musik-piano/>. Accessed [10/02/2010].

<http://www.kamusilmiah.com/tag/cukai-rokok/>, masalah kesehatan. Accessed [10/02/2010].

<http://www.kamusilmiah.com/tag/industri-rokok/>. Accessed [10/02/2010].

[http://ruangberita.com/category/ragam/Mengenal Lebih Dalam Bahaya Rokok](http://ruangberita.com/category/ragam/Mengenal-Lebih-Dalam-Bahaya-Rokok). Accessed [10/02/2010].

Irvine, Martin. 2005. *Media Theory and Semiotics: Key Terms and Concepts*. [Online] available at: <http://www.georgetown.edu/faculty/irvinem/theory/Theory-Keyterms.html>. Accessed [23/11/2010].

Kasali, Rhenald. 1993. *Manajemen Periklanan: Konsep dan Aplikasinya di Indonesia*. Jakarta: Pustaka Utama Grafiti.

Kellner, Douglas. 1995. *Media Culture, Cultural Studies, Identity, and Politics Between the Modern and the Postmodern*. New York: Routledge.

Kridalaksana, Harimurti. 2005. *Mongin-Ferdinand de Saussure (1875-1913): Peletak Dasar Strukturalisme dan Linguistik Modern*. Jakarta: Yayasan obor Indonesia.

Levant, R.F. 1995. *Masculinity reconstructed: Changing the Rules of Manhood-at Work, in Relationships, and in My Family Life*. New York: Dutton. Also [Online] available at: www.apa.org/psycarticles. Accessed [08/10/2010].

Little, James E. 1975. *Reading in Advertising*. London: West Publishing Co.

Malcolm, Barnard. 2002. *Fashion as Communication*. London: Routledge. Also available [Online] at: www.scribd.com. Accessed [11/01/10].

Mulyana, Deddy. 2004. *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya.

Murphy, Raymond. 1994. *English Grammar in Use Second Edition*. United Kingdom: Scotprint Ltd, Musselburgh, Scotland.

Nichter, Mimi. 2008. *Reading Culture from Tobacco Advertisements in Indonesia*. [Online] available at: TOBACCO Control Web. Accessed [05/01/2010].

Ogden, C.K. and I.A. Richards. 1972. *The Meaning of Meaning*. Great Britain: Redwood Press Limited.

- Pawlowski, Ilona P. 2007. *Sex in Women's Magazine Advertising*. [Online] available at: \all bout ads analysis\digital-library.ac.nz.htm. Accessed [11/1/ 2009].
- Piliang, Yasraf Amir. *Hipersemiotika: Tafsir Kultural Studies Atas Matinya Makna*. 2003. Yogyakarta: Jalasutra.
- Poespowardojo, Soerjanto and K. Bertens. 1977. *Sekitar Manusia*. Jakarta: PT Gramedia.
- Rahman, Lisabon. 2007. *Pola Dan Silangan Jender dalam Teks Indonesia*. Jakarta: Yayasan Kalam.
- Rakhmat, Jalaluddin. 2001. *Psikologi Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Reschke, Nadin. 1998. *A Semiotic Analysis of a Cosmetic Advertisement and Its Interpretation by Readers*. [Online] available at: \all bout ads analysis\aberacuk_nadin.htm. Accessed [1/10/ 2009].
- Saraswati, Ekarani. 1996. *Analisis Semiotis Kumpulan Cerpen Berhala Karya Danarto*. An Unpublished Paper of Magister Degree. Bandung: Universitas Pendidikan Indonesia.
- Saussure, Ferdinand de. 1959. *Course in General Linguistics Ferdinand de Saussure*. New York City: Philosophical Library, Inc.
- Sebeok, Thomas A. 1994. *An Introduction to Semiotics*. Great Britain: University of Toronto Press Incorporated.
- Silverman, David. 2005. *Doing Qualitative Research*. Great Britain: The Cornwell Press Ltd, Trowbridge Wilshire.
- Simpson, M. 2002. *Meet the Metrosexual*. [Online] Available at: <http://www.salon.com>. Accessed [08/07/2010].
- Simpson, M. 2004. *Metrodaddy Speaks!* [Online] Available at: <http://www.salon.com>. Accessed [08/07/2010].

- Sobur, Alex. 2009. *Analisis Teks Media*. Bandung: Pt. Remaja Rosdakarya Bandung.
- Sobur, Alex. 2006. *Semiotika Komunikasi*. Bandung: Pt. Remaja Rosdakarya Bandung.
- Stets, Jan E. 1988. *Feminity/Masculinity*. [Online] available at: scribd.com. Accessed [4/12/2010].
- Sullivan, Joseph J and Hadi Podo. 1992. *Dictionary of Idioms and Idiomatic Expressions*. Jakarta: PT. Gramedia.
- Tempo Magazine. Edition of September 27- October 2010/No. 3931. *Awas Serangan Balik Teroris*. Jakarta: PT TEMPO INTI MEDIA Tbk.
- Tinarbuko, Sumbo. 2007. *Semiotika Iklan Sosial (Bagian I)*. [Online] available at: \exploringads\desaingrafisindonesiaWordpressComSemiotikaIklanSosial.htm. Accessed [10/10/ 2009].
- Twitchell, James B. 2000. *20 Advertisements that Shook the World*. New York: Three Rivers Press.
- Woodward, Kath. 2000. *Questioning Identity: gender, class, nation*. London and New York: Routledge.
- www.a-volution.com. Accessed [12/2/ 2009].
- www.TOBACCOControl.com. Accessed [08/07/2010].
- Yildiz, Melda N. 2002. *Introduction: Semiotics of New Media Literacy*. [Online] available at: yildizm@wpunj.edu. Accessed [12/12/ 2009].
- Yule, George. 1996. *The Study of Language The Second Edition*. Great Britain: University Press, Cambridge.
- Yuwono, Untung and Christomy. 2004. *Semiotika Budaya*. Depok: Pusat Penelitian Kemasyarakatan dan Budaya Direktorat Riset dan Pengabdian Masyarakat Universitas Indonesia.
- Zoest, Aart van. 1993. *Semiotika: Tentang Tanda, Cara Kerjanya, Apa yang Kita Lakukan Dengannya*. Jakarta: Yayasan Sumber Agung.

