

## REFERENCES

- 100 Besar Perguruan Tinggi Non Politeknik dan 25 Besar Perguruan Tinggi Politeknik di Indonesia Tahun 2017. (21 Agustus 2017). Retrieved April 23, 2018, from Kementerian Riset Teknologi Dan Pendidikan Tinggi Republik Indonesia website: <https://ristekdikti.go.id/100-besar-perguruan-tinggi-non-politeknik-dan-25-besar-perguruan-tinggi-politeknik-di-indonesia-tahun-2017/#48SQfwY5AzmA42zW.99>
- Abrahamson, T. (2000) Life and death on the Internet: To Web or not to Web is no longer the question. *The Journal of College Admissions* 167: 6-11.
- Agarwal, R & V. Venkatesh. (2002). Assessing a Firm's Web Presence: A Heuristic Evaluation Procedure for the Measurement of Usability, *Information Systems Research*, 13:2, June 2002, pp. 168-186.
- Barr, N (2012). *A good university website: not more, not less, but the sum of its parts*. Retrieved from <https://www.theguardian.com/higher-education-network/higher-education-network-blog/2012/sep/14/university-websites-branding-user-experience>
- Baildon, M. Damico, J. S. (2009). *How do we know: Students examine issues of credibility with a complicated multimodal web-based text*. 1. <http://doi.org/10.1111/j.1467-873X.2009.00443.x>
- Barthes, R. (1977). *The Photographic Message*, in R. Barthes (ed.) Image-Music-Text, pp. 15-31. London: Fontana.
- Barthes, R. (1977). *Rhetoric of the Image*, in R. Barthes (ed.) Image-Music-Text, pp. 32-51. London: Fontana.

Bell, J. (2005). *Doing Your Research Project*. Open University Press.

Benefit. BusinessDictionary.com. Retrieved August 26, 2018, from  
BusinessDictionary.com website:  
<http://www.businessdictionary.com/definition/benefit.html>

Bly, R.W. (2005). *The copywriter's handbook: A step-by-step guide to writing copy that sells*. New York: Owl Books.

Bowdery, R. (2008). *Basics Advertising: Copywriting: The Creative Process of Writing Text for Advertisements or Publicity Material*. New York. AVA Publishing SA.

Bryman, A. (2004). *Social research methods* (2nd ed.). New York: Oxford University Press.

Collis, J; Hussey, R. (2003). *Business Research*. Palgrave Macmillan.

Dimitriadis, G., & McCarthy, G. (2001). *Reading and teaching the postcolonial: From Baldwin to Basquiat and beyond*. New York: Teachers College Press, Columbia University.

Eggins, S. (2004). *Introduction to systemic functional linguistics*. New York: Continuum.

Elsayed, A.M. (2016) *Web content strategy in higher education institutions: the case of King Abdulaziz University*, p. 5

Ethridge, D.E. (2004) *Research Methodology in Applied Economics* John Wiley & Sons, p. 24

Fox, W. & Bayat, M.S. (2007) *A Guide to Managing Research*. Juta Publications, p.45

Guijarro, A.J.M., & Sanz, M.J.P. (2008). On interaction of image and verbal text in a picture book. A multimodal and systemic functional study. In E. Ventola & A.J.M. Guijarro (Eds.), *The world told and the world shown: Multisemiotic issues* (107-123). Palgrave Macmillan: Hampshire.

Halliday, M. A. K. (1978) *Language as social semiotics: The social interpretation of language and meaning*. University Park Press.

Halliday, M. A. K. & Matthiessen, Christian M. I. M. (2004). *An introduction to functional grammar* (3<sup>rd</sup> ed.). (C.M. Matthiessen Ed.). London: Hodder Arnold.

Hermawan, B. (2013). Multimodality: Cara menafsir verbal, membaca gambar, dan memahami teks. *Bahasa & Sastra*, 13(1).

Hull, G. A., & Nelson, M. E. (2005). Locating the semiotic power of multimodality. *Written Communications*, 22(2), 224-261.

Iedema, R. (2003). Multimodality, resemiotization: Extending the analysis of discourse as multi-semiotic practice. *Visual Communication*, 2(1), 29-57.

Jewitt, C. (2009). *The routledge handbook of multimodal analysis*. New York: Routledge.

Kaindl, L. (2004). Multimodality in the translation of humour in comics. In E. Ventola, C. Charles, & M. Kaltenbacher (Eds.), *Perspectives on multimodality* (173- 192). Amsterdam: John Benjamins.

Kiang Ng C (2003) Evaluation of a graduate school Web site by graduate assistans. *College Student Journal* Retrieved May 8, 2018, from  
[http://www.findarticles.com/p/articles/mi\\_m0FCR/is\\_2\\_37/ai\\_103563749/print](http://www.findarticles.com/p/articles/mi_m0FCR/is_2_37/ai_103563749/print)

Kress, G. (2003). *Literacy in the new media age*. New York: Routledge.

Kress, G. (2010). *Multimodality: A social semiotic approach to contemporary communication*. London: Routledge.

Kress, G., & van Leeuwen, T. (2006). *Reading Images: A grammar of visual design*. London: Routledge.

Lipovsky, C. (2014). *The CV as multimodal text*.  
<http://doi.org/10.1177/1470357213497869>

Machin, A., & Mayr, D. (2012). *How to do critical discourse analysis*.  
London: Sage Publication.

Martinec, R., & Salway, A. (2005). *A system for image-text relations in new (and old) media*. Visual Communication, 4(3), 337-371.

Maslen, Andy. (2009). *Write to Sell – The Ultimate Guide to Great Copywriting*. London: Palgrave Macmillan.

O' Halloran, K. L. (2011). Multimodal discourse analysis. In K. Hyland and B. Paltridge (eds) *Companion to Discourse*. London: Continuum.

Ogilvy, D. (1985). *Ogilvy on Advertising*. New York: Random House. Inc.

Product feature. BusinessDictionary.com. Retrieved August 26, 2018, from BusinessDictionary.com website:  
<http://www.businessdictionary.com/definition/product-feature.html>

Rahman, M.S., & Ahmed, S.Z. (2013) *Exploring the factors influencing the usability of academic websites: A case study in a university setting.*

Roehrich, L.W. (2013). *A word is worth a thousand pictures: A systemic-functional and multimodal discourse analysis of intersemiotic evaluation in university science textbooks. Marshall Digital Scholar.*

Sandelowski M. *Whatever happened to qualitative description?* Research in Nursing & Health. 2000;23(4):334–340.

Schimmel, K., Motley, D., Racic, S., Marco, G., Eschenfelder, M. (2010). *The importance of university web pages in selecting a higher education institution,* American Journal of Business Education 2 (5): 6-7.

Shaw, M. (2012). *Copywriting: Successful writing for design, advertising, and marketing.* London: Laurence King.

Sugarman, J. (2007). *The Adweek Copywriting Handbook.* Hoboken: John Wiley & Sons, Inc.

Tarafdar, M. & Zhang, J. (2005) *Analysis of Critical Website Characteristics: A Cross-Category Study of Successful Websites,* Journal of Computer Information Systems, 46:2, 14-24

Tucciarone, Krista M. (2009). *Speaking the Same Language:* Information College Seekers Look for on a College Web Site. College & University, 84 (4): 22-31.

Unsworth, L. (2006). *Towards a metalanguage for multiliteracies education*: Describing the meaning-making resources of language-image interaction. *English Teaching: Practice and Critique*, 5(1), 55-76. Retrieved May 17, 2018 from  
<http://education.waikato.ac.nz/research/files/etpc/2006v5n1art4.pdf>.

Weboq. (2016, July 20). *Website Basic Structure and Navigation – Web Design Basics – Episode 2* [Video file]. Retrieved from  
<https://www.youtube.com/watch?v=kXOAjtkWWhw>.

Weboq. (2016, July 16). *Understanding Website Basic Layout Areas – Web Design Basics – Episode 1* [Video file]. Retrieved from  
<https://www.youtube.com/watch?v=GNzwJ28Eq2E>

Zhang, P; Dran, G von; Blake, P; and Pipithsuksunt, V. A. (2000). *Comparison of the Most Important Website Features in Different Domains: An Empirical Study of User Perceptions*. AMCIS 2000 Proceedings. 41 <http://aisel.aisnet.org/amcis2000/41>