

DAFTAR PUSTAKA

- Aaker, David. (2002). *Brand Leadership*. New York, The Free Press.
- _____. (2008). *Strategic Market Management, Eight edition*. The Wiley Bicentennial, Knowledge For Generations.
- _____ dan Damien McLoughlin. (2010). *Strategic Market Management Global Perspective*. United Kingdom: John Wiley & Sons Ltd.
- A. B, Susanto dan Himawan Wijanarko. (2004). *Power Branding Membangun Merek Unggul dan Organisasi Pendukungnya*. Jakarta Selatan: PT. Mizan Publika.
- Aduloju, S. A., A.O. Odugbesan dan S.A. Oke. (2009). The effects of advertising media on sales of insurance products: a developing-country case. *The Journal of Risk Finance Vol. 10 No. 3, 2009*.
- Ahmed, Zia. (2010). *Public Visibility Initiative and IEEE Tagline*.
- Akdon. (2007). *Strategic Management for Educational Management*. Bandung: Alfabeta.
- Allen, Michael, W. (2001). A practical method for uncovering the direct and indirect relationships between human values and consumer purchases. *Journal of Consumer Marketing, Vol. 18 No. 2, 2001, pp. 102-120*.
- Arnold, John., Ian Lurie., Marty Dickinson., Elizabeth Marsten dan Michael, Becker. (2009). *Web Marketing All-In-One For Dummies*. Canada : Willey Publishing, Inc.
- Asep Hermawan. (2006). *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: PT. Gramedia Widia Sarana Indonesia.
- Barnes, Roscoe. (2007). *Public Relations Made Easy*. Madison : CWL Publishing Enterprises, Inc.
- Begon~a Jorda'-Albin~ana., Olga Ampuero-Canellas., Natalia Vila dan Jose' Ignacio Rojas-Sola (2009). Brand identity documentation: a cross-national examination of identity standards manuals. *International Marketing Review Vol. 26 No. 2, 2009*.
- Bilson Siamamora. (2003). *Memenangkan Pasar Dengan Pemasaran Efektif dan Profitabel*. Jakarta : PT. Gramedia Pustaka Utama.

- Blazis, Dana E dan Sharon L. Cahen. (2009). *Yahoo Income: How Anyone of Any Age, Location, and/or Background Can a Highly Profitable Online Business With Yahoo*. Ocala: Atlantic Publishing Group, Inc.
- Bose, D. Chandra. (2004). *Principles of Management and Administration*. New Delhi : Prentice Hall of India.
- Buchari Alma. (2008). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Callen, Barry. (2010). *Manager's Guide To Marketing, Advertising, and Publicity*. USA: The McGraw-Hill Companies, Inc.
- Clement, Carmen, López de aguileta dan Emma Torres Romay. (2007). Medios y soportes alternativas Para una publicidad convencional: Publicidad «off the line». *Pensar la Publicidad 2007, vol.I, n.2, 117-130*.
- Cronin, J. Joseph dan Gavin L. Fox. (2010). The Implications Of Third-Party Customer Complaining For Advertiisng Efforts. *Journal of Advertising, vol. 39, no. 2 (Summer 2010)*.
- D'Angelo, Janet M. (2010). *Spa Business Strategies A plan For Success, second Edition*. Clifton Park: Milady.
- Darmadi Durianto,. Sugiyanto dan Tony Sijinjak. (2004). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT.Gramedia Pustaka Utama.
- Drewniany, Bonnie L dan Jerome Jewler. (2008). *Creative Strategy In Advertising, Ninth Edition*. Boston: Lyn Uhl.
- Fandy Tjiptono,. Gregorius, Chandra dan Dadi Adriana. (2008), *Pemasaran Strategik*, Yogyakarta: Andi.
- Freddy Rangkuti. (2006). *Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan*. Jakarta : PT Gramedia Pustaka Utama.
- _____. (2008). *The Power of Brands*. Jakarta : PT Gramedia Pustaka Utama.
- _____. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta: PT. Gramedia Pustaka Utama.
- Gordman, Robert dan Armin Brott. (2006). *The Must Have Customer : 7 Taktik Jitu Merebut Hati Pelanggan Idaman Anda*. Jakarta : PT. Gramedia Pustaka Utama.

Laily Fazry, 2011

Pengaruh Tagline...

Universitas Pendidikan Indonesia | repository.upi.edu

- Griffin, Ronald J. Ebert. (2008). *Business*. Jakarta : Erlangga.
- Harun Al Rasyid. (1994). *Teknik Penarikan Sampel dan Penyusunan Skala*. Universitas Padjadjaran, Bandung.
- Hasto Suprayoga. (2005). *CorelDRAW Untuk Bisnis*. Jakarta: PT. Elex Media Komputindo.
- Heath, Robert L. (2005). *Encyclopedia of Public Relations, Volume 2*. London: Sage Publications, Inc.
- Hermawan Kartajaya. (2006). *Hermawan Kartajaya On Brand; Seri 9 Elemen Marketing*. Bandung: Mizan Pustaka.
- Husein Umar, (2008), *Metode Riset Bisnis*. Jakarta: PT. Gramedia Pustaka Utama
- Jonathan Sarwono. (2008). *Analisis Data Penelitian Menggunakan SPSS*. Jakarta: Andi Publisher
- Jun, Jong, Woo dan Hyung-Seok Lee. (2007). Cultural different in brand designs and tagline appeals. *International Marketing Review Vol. 24 No. 4, 2007*.
- Keler, L. Kevin. (2008). *Strategic Brand Management, Third edition*. Pearson Prentice Hall New Jersey.
- Kotler, Philip. (2005). *Manajemen Pemasaran*, Edisi 11 jilid 1. New Jersey : Prentice Hall inc.
- _____ (2007). *Manajemen Pemasaran Edisi 12 Jilid 1*. Jakarta.
- _____ dan Kevin L. Keller (2007). 12 Edition, “*Marketing Management*”. New Jersey: Prentice Hall, Inc.
- _____ dan Garry Amstrong. (2008). *Prinsip-prinsip Pemasaran Edisi ke-12 Jilid 1*. Alih bahasa : Bob Sabran. Jakarta : Erlangga.
- _____ dan Kevin L. Keller (2009). 13 Edition, “*Marketing Management*”. New Jersey: Prentice Hall, Inc.
- Kumar, Archana dan Youn-Kyung Kim. (2009). Indian consumers’ purchase behavior toward US versus local brands. *International Journal of Retail & Distribution Management Vol. 37 No. 6, 2009, pp. 510-526*.
- Margaret dan Anne Lawlor. (2007). Exploring children’s understanding of television advertising – beyond the advertiser’s perspective. *European Journal of Marketing Vol. 42 No. 11/12, 2008, pp. 1203-1223*.

Laily Fazry, 2011

Pengaruh Tagline...

Universitas Pendidikan Indonesia | repository.upi.edu

- McGuire, Ruth. (2002). *Decision Making*. The pharmaceutical Journal Vol 269 November 2002.
- Melewar, T. C dan John Saunders. (2000). Global Corporate Visual Identity Systems : Using an Extended Marketing Mix. *European Journal of Marketing*, Vol. 34 No. 5/6 2000, pp. 538-550.
- Moch. Ali. (1985). *Penelitian Pendidikan Prosedur dan Strategi*. Bandung: Angkasa.
- Muhammad Suyanto. (2007). *Marketing Strategy Top brand Indonesia*. Yogyakarta : C.V Andi Offset.
- Pryor, Kevin dan Roderick J. Brodie. (1998). How advertising slogans can prime evaluations of brand extensions : further empirical results. *Journal of Product and Brand Management*, Vol. 7 No. 6 1998.
- Rendra Widyatama. (2006). *Bias Gender Dalam Iklan Televisi*. Yogyakarta : Media Pressindo.
- Ross, Maria. (2010). *Branding Basic For Small Business*. USA: NorLightsPress.com.
- Salver, Jessica. (2005). *Brand Management in the Hotel Industry and Its Potential for Achieving*. Jerman: GRIN Verlag.
- Schiffman dan Kanuk, (2007). *Perilaku konsumen*. Jakarta: Indeks.
- Sekaran, Uma dan Roger Bougie. (2009). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons, Limited. Academic Internet Publishers Incorporated.
- Shimp, Terence A. (2010). *Advertising Promotion, and Other Aspects of Integrated Marketing Communications*. Canada: Cengage Learning.
- Sugiyono. (2008). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- _____, (2009). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Suharsimi Arikunto. (2002), *Prosedur Penelitian Suatu Pendekatan Praktek*, Yogyakarta: Bina Aksara.
- _____, (2009), *Prosedur Penelitian, Suatu Pendekatan Praktis*, Jakarta : Bina Aksara.

Surakhmad Winarno. (1998). Pengantar Penelitian Ilmiah Dasar, Metode dan Teknik edisi kedelapan, Penerbit Tarsito, Bandung.

Sutisna (2004). *Perilaku Konsumen dan Komunikasi Pemasaran*, Bandung : PT Remaja Rosdakarya.

Ulber Silalahi, (2006), Metode Penelitian Sosial. Bandung : PT Refika Aditama.

Majalah dan Internet

Majalah SWA No. 19/ XXV/ 3-13 September 2009

Majalah Marketing Edisi 02/ X/ Februari 2010

Majalah SWA No. 08/ XXVI/ 15-28 April 2010

www.cellular-news.com

www.wartaekonomi.com

www.telkom.co.id

www.vivanews.com

www.beritajatim.com

www.republika.co.id

www.axisworld.co.id

www.wikipedia.com

www.taglineguru.com

www.adslogans.co.uk

Laily Fazry, 2011

Pengaruh Tagline...

Universitas Pendidikan Indonesia | repository.upi.edu