

DAFTAR REFERENSI

Buku

- Aaker, D.A., Kumar, V. & Day, G.S. (2001). *Marketing Research* (7th ed.). New York: John Wiley & Sons Inc.
- Amirin, T.M. (1990). *Menyusun Rencana Penelitian*. Jakarta: Rajawali Pers.
- Arrens, W.F. (2004). *Contemporary Advertising*. New York: McGraw-Hill.
- Assael, H. (1984). *Consumer Behavior and Marketing Action*. California: Wadsworth Publishing Company.
- Babbie, E. (1992). *The Practice of Social Research* (6th ed.). California: Wadsworth Publishing Company.
- Bailey, K.D. (1994). *Methods of Social Research* (4th ed.). USA: The Free Press.
- Batra, R., Myers, J.G. & Aaker, D.A. (1996). *Advertising Management* (5th ed.). New Jersey: Prentice Hall.
- Belch, G.E. & Belch, M.A. (1993) *Introduction to Advertising & Promotion: An Integrated Marketing Communication Perspectives*. Boston: Irwin Inc.
- Dirksen, C.J. & Kroeger, A. (1968). *Advertising Principles and Problems*. Illinois: Richard D. Irwin.Inc.
- Dirksen, C.J. & Kroeger, A. (1995) *Strategic Brand Management*. New Jersey: Prentice Hall.
- Durianto, D., Sugiarto, & Sitinjak, T. (2001) *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT Gramedia Pustaka Utama.
- Duncan, T. (2002). *IMC: Using Advertising and Promotion to build Brands*. New York: McGraw-Hill.
- Hawkins, D.I., Best, R.J. & Coney, K.A. (2001). *Consumer Behavior: Buliding Marketing Strategy* (8th ed.). New York: McGraw-Hill.
- Jefkins, F. (1995). *Periklanan*. Jakarta: Penerbit Erlangga.
- Jewler, A.J. (1992). *Creative Strategy in Advertising* (4th ed.). California: Wadsworth Inc.

- Kapferer, J. (2001). *Strategic Brand Management* (2nd ed.). New Delhi: Kogan Page.
- Kasali, R. (1995). *Manajemen Periklanan: Konsep dan Aplikasinya di Indonesia*. Jakarta: PT Pustaka Utama Graffiti.
- Kotler, Phillip. (2003). *Marketing Management* (11th ed.). New York: Prentice Hall.
- Lucas, D.B. & Britt, S.H. (1950). *Advertising Psychology and Research*, New York: McGraw-Hill.
- Moriarty, S.E. (1991). *Creative Advertising*. Englewood Cliffs: Prentice Hall.
- Neuman, W.L. (2003). *Social Research Methods: Qualitative and Quantitative Approaches* (5th ed.). California: Pearson Education Inc.
- Pelsmacker, P.D, Geuens, M. & Bergh, J.V.D. (2001). *Marketing Communications*. England: Pearson Education Limited.
- Rakhmat, J. (2007). *Metode Penelitian Komunikasi: Dilengkapi Contoh Analisis Statistik*. Bandung: PT Remaja Rosdakarya.
- Rakhmat, J. (2007). *Psikologi Komunikasi* (edisi revisi). Bandung: PT Remaja Rosdakarya.
- Randall, G. (2003). *Branding: A Practical Guide to Planning Your Strategy*. New Delhi: Crest Publishing House.
- Russell, J. T & Lane, W.R. (2000). *Advertising: A Framework*. New Jersey: Prentice Hall.
- Russell, J.T & W. Lane, W.R. (1990). *Kleppner's Advertising Procedure* (11th ed.). New Jersey: Prentice Hall.
- Sanapiah, F. (1995). *Format-format Penelitian Sosial: Dasar-dasar dan Aplikasi*. Jakarta: PT Raja Grafindo Persada.
- Santoso, S. & Tjiptono, F. (2004). *Riset Pemasaran: Konsep dan Aplikasi dengan SPSS*. Jakarta: PT Elex Media Komputindo.
- Schiffman, L.G, & Kanuk, L.L. (2000). *Consumer Behavior* (7th ed.). New Jersey: Prentice Hall.

- Shimp, T.A. (2000). *Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu* (5th ed.). Jakarta: Erlangga.
- Singarimbun, M. dan Effendy, S. (1995). *Metode Penelitian Survei*. Jakarta: LP3ES.
- Soehartono, I. (2000). *Metode Penelitian Sosial: Suatu Teknik Penelitian Bidang Kesejahteraan Sosial dan Ilmu Sosial Lainnya*. Bandung: PT Remaja Rosdakarya.
- Solomon, M. (2002). *Consumer Behavior: Buying, Having and Being*. (5th ed.). New Jersey: Prentice Hall.
- Sutisna. (2002). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya.
- Walizer, M.H. & Wienir, P.L. (1991). *Metode dan Analisis Penelitian: Mencari Hubungan Jilid 2*. Jakarta: Penerbit Erlangga.
- Wells, W., Burnett, J. & Moriarty, S. (2000). *International Edition. Advertising: Principles and Practice*. New Jersey: Prentice Hall.
- Wells, W., Burnett, J. & Moriarty, S. (1989). *Advertising: Principles and Practice*. New Jersey: Prentice Hall.
- White, H. (1994). *How To Produce Effective TV Commercials* (3rd ed.). USA: NTC Publishing Group.
- Yeshin, T. & Fill, C. (2001). *Integrated Marketing Communications*. Italy: Butterworth Heinemann.
- Zulganef. (2008). *Metode Penelitian Sosial dan Bisnis*. Yogyakarta: Graha Ilmu.

Artikel Majalah

Tjiptono, F. (2009, Mei 27). Parade Merek-Merek Orisinial. *SWA Sembada*, 49.

Artikel Surat Kabar/ Majalah Online

Day. (2008, April 23). Belanja Iklan Terus Membesar: Iklan di Surat Kabar Tumbuh Paling Besar: 38 Persen. *Kompas Cetak*. januari 12, 2009.
<http://cetak.kompas.com/read/xml/2008/04/23/0059120/belanja.iklan.terus.membesar>

Irawan D.H. (2004, Februari 9). Membangun Persepsi Sebagai Leader”. *Bisnis Indonesia*.
<http://cyberjob.cbn.net.id/cbprtl/cyberjob/detail.aspx?x=Love+Your+Work&y=cyberjob%7C0%7C0%7C2%7C191>

Iskandar, E.D. (2009, Februari 19). Veronica W. Utami. *Swa Sembada*. 2009, Mei 26.
<http://www.swa.co.id/primer/siapadia/eksekutif/details.php?cid=1&id=8737>

Khairunnisa. (2005, Maret 3). 53 Persen Pemirsa Nilai Iklan Televisi Membosankan. *Tempointeraktif: get the first, but first get truth*. 2009, Januari 12.
<http://www.tempointeractive.com/hg/ekbis/2005/03/03/brk,20050303-30.id.html>

Palupi, D.H. (2005, Maret 17). Panggung untuk Delapan Peran dan Adegan. *Swa Sembada*. 2009, 19 Mei.
<http://www.swa.co.id/swamajalah/sajian/details.php?cid=1&id=2376&pagenum=2>

Wulandari, D. (2008, Mei 19). Gaya Baru Kampanye Merek-merek Unilever. *Mix: Marketing Xtra*. 2009, Mei 14.
http://mix.co.id/index.php?option=com_content&task=view&id=49&Itemid=114

Be Frutarian with Buavita. (2008, Agustus 19). *Marketing Online*. 2009, Mei 20.
<http://www.marketing.co.id/WebSite/DisplayNews.aspx?id=293>

Website

Experimental Design. (2006). *Knowledge Base. Research Methods*. 2009, Mei 28.
<http://www.socialresearchmethods.net/kb/desexper.php>

Factor Analysis. *Statistics*. 2009, Februari 2.
http://www.shsy.edu/~icc_cmf/cj_742/stats9.doc

Kolmogorov Smirnov Test. *Statistic*. 2009, Mei 28.
<http://www.physics.csbsju.edu/stats/KS-test.html>

Unilever. Maju bersama Unilever Indonesia selama lebih dari tujuh puluh tahun. *Riwayat Perusahaan Kami*. 2008, Juli 26.
http://www.unilever.co.id/id/ourcompany/sekitarunilever/riwayat_perusahaan_kami.asp

Unilever. Merasa Nyaman, Berpenampilan Baik dan Lebih Menikmati Kehidupan”. *Sekitar Unilever*. 2008, juli 26.
<http://www.unilever.co.id/id/ourcompany/sekitarunilever/default.asp>

Artikel di Website

Unilever. (2006, Februari 9). Lifebuoy mendapat peringkat tertinggi sebagai Powerful Brand, 17 brand lainnya meraih peringkat sebagai Outstanding Brand dan 7 brand sebagai Acceptable Brand. *Siaran Pers*. Juli 27, 2008.

http://www.unilever.co.id/id/ourcompany/beritaandmedia/siaranpers/_2006/25BrandUnileverIndonesiaRaihPeringkatdalam1stIndonesiaPackagingConsumerBrandingAward2005.asp

Unilever. Profil Perusahaan, Penghargaan, Tinjauan Keuangan. *Laporan Tahunan: Annual Report Unilever Indonesia 2008*. Mei 26, 2009.

http://www.unilever.co.id/Images/Annual%20Report%202008_tcm110-170143.pdf

Morrison, David Ashley. (2000). Targeting Twentysomethings: Strategies That Work. *Brand Packaging*. Twentysomething Inc. 2009, Juni 13.

www.twentysomething.com/BrandPackaging%20Article.doc

Jurnal Online

Curlo, E., Biehal, G. & Stephens, D. (1992). Attitude toward the Ad and Brand Choice. *Journal of Advertising*. Mei 20, 2009.

<http://www.allbusiness.com/management/consumer-demand-management/345023-1.html>

Edwards, S.M. (2005). The Multidimensional Structure of Attitude toward the Ad: Utilitarian, Hedonic, and... *American Academy of Advertising* (2005). Mei 28, 2009.

http://www.allbusiness.com/marketing_advertising/3506835-1.html

Lord, K.R., Lee, M. & Sauer, P.L. (1994). Program Context Antecedents of Attitude Toward Radio Commercials. *Journal of the Academy of Marketing Science*. Mei 20, 2009.

<http://www.springerlink.com/content/352343r210364107/>

Miniard, P.W., Bhatla, S. & Rose, R.L. (1990). On the Formation and Relationship of Ad and Brand Attitudes: An Experimental and Causal Analysis. *Journal of Marketing Research*. Mei 20, 2009.

<http://www.allbusiness.com/marketing-advertising/advertising/504156-1.html>

Poh, D.M.H & Adam, S. (2002). An Exploratory Investigation of Attitude Toward the Website and the Advertising Hierarchy of Effects. *Deakin University*. Mei 20, 2009.

<http://ausweb.scu.edu.au/aw02/papers/refereed/poh/paper.html>

Till, B.D. (1998). The Persistence of Classically Conditioned Brand Attitudes. *Journal of Advertising*. Mei 31, 2009.

<http://www.allbusiness.com/marketing/market-research/693054-1.html>

Yoo, C. & MacInnis, D. (2005). The Brand Attitude Formation Process of Emotional and Informational Ads. *Journal of Business Research*. Mei 31, 2009.

https://msbcdrom.usc.edu/digitalmeasures/macinnis/intellcont/brand_attitude05-1.pdf

Promotion of Duracell Batteries in Kazakhstan. *Free Online Research Papers*. Juni 13, 2009.

<http://www.freeonlineresearchpapers.com/duracell-batteries-kazakhstan>

Wawancara

Wawancara dengan Veronica Utami, Senior Brand Manager untuk Molto Ultra, tanggal 17 Oktober 2008 dan 28 Juni 2009, tidak diterbitkan

