

## DAFTAR REFERENSI

- Andreasen, Alan R. (2002). Marketing Social Marketing in the Social Change Marketplace. *Journal of Public Policy & Marketing*, 21, 3-13.
- Belch, George E., & Belch, Michael. A. (2007). *Advertising and Promoting : An Integrated Marketing Communications Perspective*. New York: McGraw-Hill Irwin.
- Brennan, Linda. & Binney, Wayne. (2009). Fear, guilt, and shame appeals in social marketing. *Journal of Business Research*, 06747, 7.
- Brown, Steven P. & Stayman, Douglas M. (1992). Antecedents and Consequences of Attitude Toward the Ad: Meta-Analysis. *Journal of Consumer Research*, 19, 274-285.
- Burke, Marian Chapman. & Edell, Julie A. (1989). The Impact of Feelings on Ad-Based Affect and Cognition. *Journal of Marketing Research*, 26, 69-83.
- Cline, Thomas W. & Kellaris, James J. (2007). The influence of Humor Strength and Humor-Message Relatedness on Ad Memorability: A Dual Process Model. *Journal of Advertising*, 36, 55.
- Duncan, Tom. & Moriarty, Sandra E. (1998). A Communication-Based Marketing Model for Managing Relationships. *Journal of Marketing*, 62, 1-13.
- Edell, Julie A. & Burke, Marian Chapman. (1987). The Power of Feelings in Understanding Advertising Effects. *Journal of Consumer Research*, 14, 421-433.
- Erevelles, Sunil. (1998). The Role of Affect in Marketing. *Journal of Business Research*, 42, 199-215.
- Fine, Seymour H. (1990). *Social Marketing: Promoting the causes of public and nonprofit agencies*. USA: Allyn and Bacon.
- Holbrook, Morris J. & Batra, Rajev. (1987). Assessing the Role of Emotion as Mediator of Consumer Responses to Advertising. *Journal of Consumer Research*, 406.
- Isen, A. M., Shalke, T. E., Clarke, M. S., and Karp, L. Positive Affect, Accessibility of Material in Memory and Behavior: A Cognitive Loop? *Journal of Personality and Social Psychology* 36 (1978): 1-12.
- Kotler, Philip., et al. (2006). *Marketing Management: An Asian Perspective* (4th ed.). Singapore: Pearson-Prentice Hall.

Kotler, Philip. & Roberto, Eduardo L. (1989). *Social Marketing: Strategies for Changing Public Behavior*. USA: The Free Press.

Malhotra, Naresh K. (2007). *Marketing Research: An Applied Orientation* (4th ed.). USA: Pearson-Prentice Hall.

Miles, David. & Scott, Andrew. (2005). *Macroeconomics : Understanding the Wealth of Nations*. England : John Wiley & Sons, Ltd

Santoso, Singgih. (2007). *Menguasai Statistik di Era Informasi dengan SPSS 15*. Jakarta: PT. Elex Media Komputindo.

Olney, Thomas T., Holbrook, Morris B., Batra, Rajev. (1991). Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time. *Journal of Consumer Research*, 17, 440-453.

Schiffman, Leon G. & Kanuk, Leslie Lazar. (2000). *Consumer Behavior* (7th ed.). New Jersey: Prentice Hall.

Shimp. (2007). *Integrated Marketing Communications in Advertising and Promotion* (7th ed.). China: Thomson South-Western.

Solomon, Michael R. (2008). *Consumer Behavior : Buying, Having and Being*. New Jersey: Pearson-Prentice Hall.