

DAFTAR REFERENSI

- Aegeson T.H. (1999). Market value: 5 steps to an effective museum marketing plan. *Museum News*, July/August 1999.
- Ardiwidjaja, R. (2009). Gerakan nasional cinta museum: Penguat identitas dan jati diri bangsa. *Museografia*, Vol. III, No. 4, pp. 79-88.
- Chandrawira, V. (2009). Gerakan nasional cinta museum: gerakan siapa? *Museografia*, Vol. III, No. 4, pp. 55-78.
- Coltman, M.M. (1989). *Tourism marketing*. New York: Van Nostrand Reinhold.
- Direktorat Museum (2009). Himpunan peraturan perundang-undangan republik Indonesia tentang museum.
- Edson, G. & Dean, D. (1994). *The handbook for museums*. London: Routledge.
- Hair, J.F.Jr., Anderson, R.E., Tatham R.L., & Black, W.C. (2010). *Multivariate Data Analysis*. New Jersey: Prentice-Hall Inc.
- Hawkins, D.I & Mothersbaugh D.L. (2010). *Consumer behaviour: building marketing strategy* (11th ed.). New York: McGraw-Hill Irwin.
- International Council of Museums (2007). ICOM statutes. <http://icom.museum>.
- Jansen-Verbeke, M. & van Rekom, J. (1996). Scanning museum visitors, Urban tourism marketing. *Annals of Tourism Research*, Vol. 16, No.2, pp. 364-375.
- Kartiwa, S. (2009). Museum dan diplomasi kebudayaan. *Museografia*, Vol. III, No. 4, pp. 5-39.
- Kementerian Kebudayaan & Pariwisata (2009). *Tahun kunjung museum 2010, gerakan nasional cinta museum*. Jakarta: Kementerian Kebudayaan & Pariwisata.
- Kotler, P., Bowen J.T. & Makens J.C. (2010). *Marketing for hospitality and tourism* (5th ed.). New Jersey: Pearson Prentice Hall.
- Kotler P. & Keller, K.L. (2009) *Marketing management* (13th ed.). New Jersey: Pearson Prentice Hall.

- Kotler, P & Roberto E.L. (1989). *Social marketing*. New York: The Free Press.
- Llyod, R. (2007). Urban tourism. *Blackwell encyclopaedia of sociology, Blackwell reference online*. www.blackwellreference.com
- Malhotra, N.K. (2007). *Marketing research, an applied orientation* (5th ed.). New Jersey: Pearson Prentice Hall.
- Menbudpar: 90 persen museum Indonesia tak layak kunjung (2010, 18 Februari). www.kompas.com
- Mowen, J.C. (1995). *Consumer behaviour* (4th ed.). New Jersey: Prentice Hall, Inc.
- Ruetsche, J. (2006). Urban tourism: what attracts visitors to cities? *University of Wisconsin-Extension, Let's Talk Business e-Newsletter*, Issue 16, May 2006.
- Siberberg, T. (1995). Cultural tourism and business opportunities for museums and heritage sites. *Tourism Management*, Vol. 16 No.5, pp. 361-365.
- Solomon, M.R. (2009). *Consumer behaviour: buying, having, and being* (8th ed.). New Jersey: Pearson Prentice Hall.
- Susatyo, D. (2009). Museum dalam perspektif jurnalistik. *Museografia*, Vol. III, No. 4, pp. 121-133.
- Yulianto, K. (2009). Gerakan nasional cinta museum: Upaya melepaskan museum dari krisis persepsi publik. *Museografia*, Vol. III, No. 4, pp. 89-99.