

## DAFTAR PUSTAKA

- Babin, L. A. and Carder, S. T. 1996. Viewers' Recognition of Brand Placed Within a Film. "*International Journal of Advertising*", Vol. 15, h. 140-151.
- Balasubramanian, Siva K. 1994. Beyond Advertising and Publicity: Hybrid Messages and Public Policy Issues, "*Journal of Advertising*", Vol. 23 (December), h. 29-46.
- Balasubramanian, Siva K; James A. Karrh; Hemant Patwardhan. 2006. Audience Response to Product Placements, "*Journal of Advertising*". h.115.
- Belch, George E., & M. A. Belch. 2004. *Advertising and Promotion : An Integrated Marketing Communications Perspective*. 6<sup>th</sup> ed. New York: McGraw-Hill.
- Bogart, L & Lehman, C. 1983.. The Case of the 30-Second Commercial, "*Journal of Advertising Research*", Vol. 23, h. 11-19.
- Brett, Steven Joseph. 1995. "The shrinking Screen: The Increasing Intersection of Hollywood Film and Television Programming," Ph.D. diss., Northwestern University
- Burhanudin, Tony., 2012, " Bermula dari sebuah Novel" *Majalah Marketing*, Juli 2012, h.126-127.
- Clark, K. R. 1991. "Group Goes After Brand-Name Film Props".  
[http://articles.chicagotribune.com/1991-06-10/business/9102210690\\_1\\_product-placement-broadcast-networks-and-television-standards-and-practices-divisions](http://articles.chicagotribune.com/1991-06-10/business/9102210690_1_product-placement-broadcast-networks-and-television-standards-and-practices-divisions). Diakses 28 Februari 2013. 3.51 pm.
- Darmawan, Andri., 2012, " Product Placement, Apa Efektif" *Majalah Marketing*, Juli 2012, h.124-125.
- D'astous, Alain, Chartier, Francis. 2002. A Study of Factors Affecting Consumer Evaluation and Memory of Product Planning in Movies. "*Journal of Current Issues and Research in Advertising*", Vol. 22 (2), h. 31-40.
- Dirks, Tim. 2013. " Film Genres". <http://www.filmsite.org/filmgenres.html>. Diakses 28 Januari 2013, 1.23 .
- Ebitsaja. 2011. " Definisi dan Pengertian Demografi".  
<http://id.shvoong.com/exact-sciences/2146728-definisi-dan-pengertian-demografi/#ixzz2JW1DC07A>. Diakses 31 Januari 2013, 9.00 .
- Ferdinand, A. T. 2011. *Metode Penelitian Manajemen, Edisi Ketiga*. Semarang: Badan Penerbit Universitas Diponegoro.

- Ferdinand, A.T. 2006. *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fill, C. 2006. *Marketing Communication-Engagement, Strategies & Practice (Fourth Edition)*. New York: FT – Prentice Hall Financial Times.
- Ghozali, Imam. 2006. *Analisis Multivariate Lanjutan dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2012. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 20*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goleman, D. 1990. “ Research Probes What The Mind Senses Unaware”.  
<http://www.nytimes.com/1990/08/14/science/research-probes-what-the-mind-senses-unaware.html?pagewanted=all&src=pm>. Diakses 28 Februari 2013. 3.53 pm
- Gregorio, F. D. 2010. Understanding Attitudes Toward and Behaviors in Response to Product Placement. “ *Journal of Advertising*”, Vol. 39, No. 1 (Spring), h. 83-96.
- Gupta, P. B. A & Gould, S. J. 1997. Consumer Perceptions of The Ethics & Acceptability of Product Placement in Movies: Product Category & Individual Differences. “ *Journal of Current Issues & Research in Advertising*”, Vol. 19, Number 1 (Spring), h. 37-50.
- Gupta, P. B. A & Lord, K. R. 1998. Product Placement in Movies: The Effect of Prominence and Mode on Audience Recall. “ *Journal of Current Issues and Research in Advertising*”, Vol. 20, Number 1 (Spring), h. 47-59.
- Habibie, Bacharuddin Jusuf. 2010. *Habibie & Ainun*. Jakarta : PT THC Mandiri.
- Ichsan, Adhie. 2012. “ 5 Fakta Seputar Film Habibie & Ainun”.  
<http://hot.detik.com/movie/read/2012/12/26/124609/2126845/229/5-fakta-seputar-fim-habibie-ainun>. Diakses 15 Januari 2013, 15.30 .
- Kartajaya, Hermawan. 2007. *Seri 9 Elemen Marketing on Marketing Mix*. Bandung : PT Mizan Pustaka.
- Kristiana, Peby. 2008. “Analisis Pengaruh Faktor-Faktor Demografi Terhadap Pertumbuhan Ekonomi di Kabupaten Cianjur Periode 1983-2007”. *Skripsi Tidak Dipublikasikan*, Fakultas Ekonomi, Universitas Diponegoro.
- Kuntarto, Febri. 2007.” Analisis Sikap *Audience* terhadap *Product Placement* dalam Film (Studi Kasus Fim Fantastic Four : Rise of The Silver Surfer)”. *Skripsi*. Fakultas Ekonomi, Universitas Indonesia.
- Kotler, Philip and Kevin Lane Keller. 2009. *Marketing Management*, 13<sup>th</sup> edition. New Jersey: Pearson Prentice Hall.

- Malhotra, Naresh K. 2010. *Marketing Research, Sixth Edition*. New Jersey: Pearson Prentice Hall.
- Mantra, Ida Bagoes. 2000. *Demografi Umum, Edisi Kedua*. Yogyakarta: Pustaka Pelajar.
- Nebenzahl, Israel D; Eugene Secunda. 1993. Consumer Attitudes Towards Product Placement in Movies.” *International Journal of Advertising*”, Vol.12.1 (Winter 1993): p1. From Gale Art, Engineering, & Social Lite Package
- N. Iskandar. 1981. *Dasar-dasar Demografi*. FE. UI. Jakarta.
- Olney, Thomas, Morris B. Holbrook, and Rajeev Batra. 1991. Consumer Responses to Advertising: The Effects of Ad Content, Emotions and Attitude Toward The Ad on Viewing Time. “*Journal of Consumer Research*” Vol. 17. H.440-453.
- Panda, T. K. 2004. Consumer Response to Brand Placement in Films Role of Brand Congruity & Modality of Presentation in Bringing Attitudinal Change Among Consumer with Special Reference to Brand Placement in Hindi Films. “*South Asian Journal of Management*” Vol 11. H. 7-25.
- Pertiwi, Merliyani., 2012. “ Ini Dia Film Indonesia yang “Jualan” “ *Majalah Marketing*, Juli 2012, h.132-133.
- Rothernberg, Randall (1991), “Critics Seek F.T.C. Action On Products as Movie Stars, “*New York Times*, 140 (May 31), D1.
- Rumambi, Leonid Julivan. 2008. Faktor yang Mempengaruhi Sikap *Audience* Terhadap *Product Placement* dalam Acara TV ( Studi Kasus Indonesian Idol 2007 dan Mamamia Show 2007). “*Jurnal Ekonomi Manajemen*”. Surabaya. Fakultas Ekonomi – Universitas Kristen Petra.
- Russel, C. A.. 1998. Towards Framework of Product Placement: Theoretical Propositions. “*Advances in Consumer Research*”, Vol. 25, pp. 357-362.
- Sitorus, Mariati. 2010. “Pengaruh Product Placement Terhadap Sikap Mahasiswa Fakultas Sastra Universitas Sumatera Utara Atas Merek Gery Chocolatos dalam Acara Tv Take Me Out Indonesia”. *Skripsi*. Medan. FE USU.
- Schiffman, Leon G., Leslie L. Kanuk. 2007. *Consumer Behavior*, 8<sup>th</sup> ed, New Jersey: Prentice Hall, Inc.
- Shimp, Terrence A. 2000. *Periklanan Promosi Aspek Tambahan*. Jakarta Utara: Erlangga.
- Smith, Russel P and Jonathan Taylor. 2001. *Marketing Communication*. Malta : Guttenberg Press

Soeprapto, J. 2003. *Metode Riset*, Edisi 7. Jakarta: Rineka Cipta.

Sugiyono. 1998. *Metode Penelitian Bisnis*, Cetakan kesebelas. Bandung :  
Alfabeta.

Suharmawan, Wahid. 2011. “ Psikologi Sosial”.  
<http://konselorindonesia.blogspot.com/2011/04/psikologi-sosial.html>.  
Diakses 27 Januari 2013, 23.50 .