DAFTAR PUSTAKA

Bennie. Michael, **How to Do Your Own Advertising**, Gramedia Pustaka Utama, Jakarta, 1996.

Brannan. Tom, **Integrated Marketing Communication**, PPM, Jakarta, 2004.

Mulyana. Deddy, **Metodologi Penelitian Kualitatif**, Remaja Rosda Karya, Bandung, 2003.

Qohar. Khasan dkk, **Pengetahuan Populer**, Bintang Pelajar, Gersik, 1995.

Santosa. Sigit, **Advertising Guide Book**, Gramedia Pustaka Utama, Jakarta, 2002.

Shusan Ronnie, **Desktop Publishing dalam Desain,** Elex Media Komputindo, Jakarta, 1998.

Sulaksana. Uyung, **Integrated Marketing Communication**, Pustaka Pelajar, Yogyakarta, 2003.