DAFTAR PUSTAKA

Hahn. E Fred, Kenneth G Mangun, Do It Yourself ADVERTISING & Promotion, Penerbit PT. Grasindo, Jakarta, 1992.

Lee. Monle, Caela Jhonson, Periklanan dalam Perspektif Global, Penerbit, Prenda Media, Jakarta, 2004

Situmorang. Ferdinand, The Effct Of Promotion Mix On Student Candidat's Interest To Enroll At Sekolah Tinggi Pariwisata Bandung.