

REFERENCES

- Adrianbali, 2010. *Iklan Djarum 76 (Pingin Sugih, Pingin Ganteng)* [video] available at: (<http://jingle-iklan-tv.blogspot.com>) (accessed at 12 June 2012)
- Bowdery, Rob 2008. *Basics Advertising Copywriting n. The Creative Process of Writing Text for Advertisements or Publicity Material*. AVA Publishing SA. London, UK.
- Chandler, Daniel 2007. *Semiotics the Basics second edition*. Routledge, Canada, USA.
- Cook, Guy 2001. *The Discourse of Advertising second edition*. Routledge. Canada, USA.
- Danesi, Marcel 2004. *Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory third edition*. Canadian Scholars' Press Inc. Toronto, Ontario.
- Djarum, 2009. *World of Djarum*. [online] Available at: (<http://www.djarum.com/index.php/en>) (Accessed 10 July 2012)
- Endraswara, Suwardi 2010. *Folklor Jawa: Macam, Bentuk, dan Nilainya*. Penaku. Jakarta, Indonesia.
- Goddard, Angela 2002. *The Language of Advertising second editions*. Routledge. Canada, USA.
- Goldberg, Eric, 1992. *Aladin*. [image online] Available at: (<http://blog.disneystore.com/blog/2012/11/flashback-friday-aladdin.html>) (Accessed 19 June 2012).
- Greta, 2011. *Male Gaze on Axe Advertisement: Semiotic Study*.
- Hall, Stuart. Ed. *Representation: Cultural Representations and Signifying Practices*. Great Britain: Sage, 1997.
- Hall, Stuart. Ed. 1980. *Culture, Media, Language*. Routledge, New York.
- Hall, Stuart & Guy, De Paul (eds), 1996, *Questions of Cultural Identity*, SAGE Publications. Great Britain, UK.
- Heath, Stephen 1977. *Roland Barthes Image Music Text*. Fontana Press. Great Brithain, UK.

- Hosting Indonesia, *Jargon Tukul Arwana-Tukulisme*, Bali Orange, (<http://www.tukularwana.com/jargon-tukul-arwana-tukulisme.html>) (accessed 6 June 2012)
- Johansen, Jorgen Dines 2002. *Signs in Use*. Routledge, London, UK.
- Prabowo, Prio Dhanu 2010. *Widyaparwa*, volume 38, no 2 (Pdf). Available at: (http://jurnal.pdii.lipi.go.id/admin/jurnal/38210167175_0215-9171.pdf) (Accessed at 11 may 2012)
- Risfandi, Rachmat 2010. *Pemaknaan Iklan Rokok Djarum 76 versi "Terdampar" (A Semiotic study of meaning in cigarette advertising Djarum 76 "cast away" version on Television)*.
- Roesdiani, Rini 2008. *Semiotic Analysis of Coca Cola Zero Commercial*.
- SeremCuy 2013, 7 *Tempat Paling Angker Di Jawa*, AdRewa, , <<http://www.seremcuy.com/2013/06/menguak-7-tempat-paling-angker-di-jawa.html>> (accessed 10 June 2013).
- Storey, John 1993. *An Introductory Guide to Cultural Theory and Popular Culture*. Harvester Wheatsheaf. Great Britain, UK.
- Storey, John 2008. *Cultural Theory and Popular Culture fifth edition*. Pearson, London, UK.
- Storey, John 2008. *Cultural Theory and Popular Culture fifth edition*. Pearson, London, UK.
- Sutarto, Ayu 2006. *Indonesia and the Malay World Vol. 34, No. 98* (pdf). Routledge. Available at: <http://www.tandf.co.uk/journals> (Accessed at 20 june 2012)
- Tanaka, Keiko 1994. *Advertising Language: A Pragmatic Approach to Advertisements in Britain and Japan*. Taylor & Francis Routledge e-library. Canada, USA.
- Trifonas, Peter P 2001. *Barthes and The Empire of Signs*. Icon Books, UK.
- Nadebaum, Kym 2012. *Film-Making Resource* (Pdf). Available at: (http://www.decd.sa.gov.au/teachingandlearning/files/links/Shot_Definitions.pdf) (accessed 8 may 2012)

Noeryani, Finanastasi Ayu 2009. *The Representation of Beauty in Indonesia Versus United States Dove Shampoo Advertisements: a Semiotic Study.*