

DAFTAR PUSTAKA

Buku

- Adib, M. (2010). *Etnografi Madura*. Surabaya: Universitas Airlangga
- Andreasen, A. R. (1995). *Marketing social change. Changing behavior to promote health, social development, and the environment*. San Francisco: Jossey-Bass.
- Andreasen, A. R. (2006). *Social marketing in the 21st century*. Thousand Oaks, CA: Sage Publications.
- Belch, G. E., & Belch, M. A. (2007). *Advertising and promotion: An integrated marketing communications perspective*. New York: McGraw-Hill Irwin.
- BPS. (2018). *Kabupaten Sumenep Dalam Angka*. Sumenep: Badan Pusat Statistik Kabupaten Sumenep
- Cutlip, S., & Center, A. (2009). *Effective Public Relations*. Jakarta: Kencana
- Dinkes Sumenep. (2016). *Profil Kesehatan Tahun 2016 Kabupaten Sumenep*. Sumenep: Dinas Kesehatan Kabupaten Sumenep
- Donovan, R., & Henley, N. (2010). *Principles and Practice of Social Marketing: An International Perspective*. Missouri: Paperback Press
- Evenhuis, M. & Burn, J. (2014). *Just Married, Just a Child: Child marriage in the Indo-Pacific region*. Melbourne: Plan International Australia
- Fauzi, S. (2019). *Fakta dan Data Perkara Dispensasi Kawin di Pengadilan Agama Kabupaten Sumenep*. Sumenep: Pengadilan Agama Sumenep.
- Fiona, A. (2006). *Social Marketing Works: a powerful and adaptable approach for achieving and sustaining positive behaviour*. London: The NSMC
- French, J., & Blair-Stevens, C. (2005). *Social marketing pocket guide*. London: National Social Marketing Centre of Excellence.

- French, J., & Blair-Stevens, C. (2010). *Social marketing pocket guide*. London: National Social Marketing Centre of Excellence.
- Fuadah, A. (2016). *Cita-Citaku Mangkrak Karena Beranak*. Jakarta: Yayasan Rumah Kita Bersama.
- Gunawan, R. (2016). *Demi Menjaga Kesucian: Praktik Kawin Anak di Kabupaten Sumenep*. Jakarta: Yayasan Rumah Kita Bersama.
- Jamil, N & Hilmi, A. (2018). *Kawan dan Lawan Kawin Anak: Catatan Asesmen Program BERDAYA di Empat Daerah*. Jakarta: Yayasan Rumah Kita Bersama
- Kemendesa. (2017). *Buku Saku Desa dalam Penanganan Stunting*. Jakarta: Kementerian Desa, Pembangunan Daerah Tertinggal dan Transmigrasi
- Kemenkes. (2017). *Profil Kesehatan Indonesia Tahun 2017*. Jakarta: Kementerian Kesehatan RI
- Kemenkes. (2018). *Situasi Balita Pendek (Stunting) di Indonesia*. Jakarta: Pusat Data dan Informasi Kementerian Kesehatan RI
- Kotler, P., & Roberto, E. (1989). *Social marketing: Strategies for changing public behavior*. New York: Free Press.
- Kotler, et all. (2002). *Social Marketing: Improving The Quality of Life*. California: Sage Publications
- Kotler, P., & Lee, N. (2009). *The Social Marketing Solution: A Toolkit for Policy Makers, Entrepreneurs, NGOs, Companies and Governments*. USA: Pearson Education Inc.
- Kotler, P., & Lee, N.R. (2011). *Social Marketing: Influencing Behaviors for Good*. United States:Sage Publications
- Kriyantono, R. 2010. *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana
- Lindolf, T.R. 1995. *Qualitative Communication Research Methods*. USA: Sage
- Marcoes, L. (2016). *Sinopsis Sembilan Kasus: Peta Jaring Laba-laba Perkawinan*

- Anak*. Jakarta: Yayasan Rumah Kita Bersama.
- Marcoes, L. (2018). *Persoalan Perkawinan Anak di Indonesia*. Jakarta: Rumah Kita Bersama.
- Marcoes, L. & Simorok, N. (2016). *Kerja Kuasa Tersamar dalam Praktik Kawin Anak: Diskusi, Kesimpulan dan Sejumlah Saran*. Jakarta: Yayasan Rumah Kita Bersama
- Mashud, M. 2005. Teknik Wawancara dalam Suyanto, B dan Sutinah. Metode Penelitian Sosial. Jakarta: Kencana
- Merrit, R. (2011). *Big Pocket Guide to Using Social Marketing for Behaviour Change*. London: The NSMC
- Murthi, Y.H. (2017). *Mewujudkan Kesetaraan Gender: Panduan Teknis Goal 5 SDGs untuk Pemerintah Daerah dan Pemangku Kepentingan Daerah*. Jakarta: International NGO Forum on Indonesia Development (INFID)
- Nurdiana, V. (2012). *Pengantan Tandhu: Tradisi Pernikahan Masyarakat Kabupaten Sumenep*. Malang: Universitas Negeri Malang.
- Poernomo, H. (2018). *Fakta dan data Perkawinan Anak di Kabupaten Sumenep dan Peran Pemerintah dalam Pencegahan Perkawinan*. Sumenep: Dinas Pemberdayaan Perempuan, Perlindungan Anak dan Keluarga Berencana Kabupaten Sumenep.
- Putri, F. (2018). *Mendobrak Kawin Anak: Membangun Kesadaran Kritis Pencegahan Perkawinan Anak*. Jakarta: Yayasan Rumah Kita Bersama.
- Santana K, Septiawan (2007) Menulis Ilmiah: Metode Kualitatif. Jakarta: Yayasan Obor Indonesia
- Sarantoks, S. 1998. *Social Research*. Australia: Mac Millan Publishers.
- Strong, B., DeVault, C. & Cohen, T.F. (2008). *The marriage and family experience: Intimate relationship in a changing society* (10th Ed.). New York: Wadsworth Cengage Learning.

Susenas. (2016). *Survei Sosial Ekonomi Nasional 2016*. Jakarta: BPS.

Unicef. (2016). *Kemajuan yang Tertunda: Analisis Data Perkawinan Usia Anak di Indonesia*. Jakarta: BPS.

Jurnal

Andreasen, A. R. (2012). *Rethinking the Relationship Between Social/Nonprofit Marketing and Commercial Marketing*. *Journal of Public Policy & Marketing*, 31(1), 36–41.

Brown, K. M. (2006). *Defining the Product in a Social Marketing Effort*. *Health Promotion Practice*, 7(4), 384–387.

Brown, K. M., Lindenberger, J. H., & Bryant, C. A. (2008). *Using Pretesting to Ensure Your Messages and Materials Are on Strategy*. *Health Promotion Practice*, 9(2), 116–122.

Devy, S. (2011). Perawatan Kehamilan dalam Perspektif Budaya Madura di Pedesaan. *Jurnal Promosi Kesehatan*, Vol 1, No.1, hal. 50-62

Djamilah, R. K. (2014). *Dampak Perkawinan Anak di Indonesia*. *Jurnal Studi Pemuda*, Vol. 3, No.1, 1-16.

Duane, S., & Domegan, C. (2018). *Social marketing partnerships*. *Marketing Theory*, DOI: 147059311879981.

Edgar, T., Huhman, M., & Miller, G. A. (2015). *Understanding “Place” in Social Marketing*. *Social Marketing Quarterly*, 21(4), 230–248.

Galer-Unti, R. A. (2010). *Advocacy 2.0: Advocating in the Digital Age*. *Health Promotion Practice*, 11(6), 784–787.

Hastings, G. (2003). *Relational Paradigms in Social Marketing*. *Journal of Macromarketing*, 23(1), 6–15.

Hastings, G., & Saren, M. (2003). *The Critical Contribution of Social Marketing*.

Marketing Theory, 3(3), 305–322.

Hidayati, T. (2016). *Perlawanan Perempuan Subaltern pada Kawin Anak Studi terhadap Tradisi Ngala' Tumpangan di Dungkek Sumenap*. Madura dalam Perspektif Budaya, Gender, Politik, Industrialisasi, Kesehatan, dan Pendidikan (hal. 7-22). Surabaya: Puslit Gender dan Budaya Madura LPPM UTM.

Keller, H., & Thackeray, R. (2011). *Social Marketing and the Creative Process*. *Health Promotion Practice*, 12(5), 651–653.

Kotler, P., & Zaltman, G. (1971). *Social marketing: An approach to planned social change*. *Journal of Marketing*, 35(3), 3-12.

Luca, N., & Suggs, S. (2010). Strategies for the Social Marketing Mix: A Systematic Review. *Social Marketing Quarterly*, 16 (4), 122-149.

Mahfudin, A., & Waqi'ah, K. (2016). *Pernikahan Dini dan Pengaruhnya terhadap Keluarga di Kabupaten Sumenep Jawa Timur*. *Jurnal Hukum Keluarga Islam*, 1 (1), 33-49.

Neiger, B. L., Thackeray, R., Van Wagenen, S. A., Hanson, C. L., West, J. H., Barnes, M. D., & Fagen, M. C. (2012). *Use of Social Media in Health Promotion*. *Health Promotion Practice*, 13(2), 159–164.

Peattie, S., & Peattie, K. (2003). *Ready to Fly Solo? Reducing Social Marketing's Dependence on Commercial Marketing Theory*. *Marketing Theory*, 3(3), 365–385.

Pechmann, C. (Connie). (2015). *Social marketing research trends in consumer psychology*. *Recherche et Applications En Marketing (English Edition)*, 30(3), 124–127.

Purwaningrum, E. & Fibriana, A. (2017). *Faktor Risiko Kejadian Abortus Spontan*. *Higeia Journal of Public Health Research and Development*, Vol. 1, No. 3, 84-94

Singaiah, G., & Laskar, S. R. (2015). *Understanding of Social Marketing: A*

Conceptual Perspective. Global Business Review, 16(2), 213–235.

Soliha, H. & Sumamri, S. (2017). *Analisis Risiko Kejadian Berat Bayi Lahira Rendah (BBLR) Pada Primigravida. Media Gizi Indonesia, Vol. 10, No.1, 57-63*

Sulaiman. (2012). *Dominasi Tradisi Dalam Perkawinan di Bawah Umur. Analisa, 19 (1), 15-26.*

Thackeray, R., & Neiger, B. (2007). *Developing a Promotional Strategy: Important Questions for Social Marketing. Health Promotion Practice , 8 (4), 332-336.*

Thackeray, et al. (2008). *Enhancing Promotional Strategies Within Social Marketing Programs: Use of Web 2.0 Social Media. Health Promotion Practice, 9(4), 338–343.*

Thackeray, R., & Neiger, B. L. (2009). *A Multidirectional Communication Model: Implications for Social Marketing Practice. Health Promotion Practice, 10(2), 171–175.*

Thackeray, R., & McCormack Brown, K. R. (2010). *Creating Successful Price and Placement Strategies for Social Marketing. Health Promotion Practice, 11(2), 166–168.*

Thackeray, R., Neiger, B. L., & Keller, H. (2012). *Integrating Social Media and Social Marketing. Health Promotion Practice, 13(2), 165–168.*

Wymer, W. (2008). Editorial: Special issue on social marketing. *International Journal of Nonprofit and Voluntary Sector Marketing 13, 191.*

Internet

Gerintya, S. (2017, September 26). *Kapan Harusnya Perempuan Menikah?* Diakses 1 Maret 2019 dari tirto.id: <https://tirto.id/kapan-harusnya-perempuan-menikah-cxgX>