

DAFTAR PUSTAKA

- Academy for educational development (1994), Buku Petunjuk Pengembangan Ketrampilan Memandu Diskusi Kelompok Terarah, Washington DC
- Ajzen, I and Fishbein, M (1980). *Understanding attitudes and predicting social behaviour*. 0 .Engelwood Cliffs, NJ: Prentice Hall. 0
- Ali H. Mokdad, Ph.D. Donna F. Stroup, Ph.D. Wayne H. Giles, M.D. (May 23, 2003). *Public Health Surveillance for Behavioral Risk Factors in a Changing Environment Recommendations from the Behavioral Risk Factor*, Surveillance Team. CDC. 52(RR09)(0), 1-12.
- Andreasen, A. (1995). *Marketing social change: Changing behavior to promote health, social development, and the environment*. San Francisco: Jossey-Bass.
- Azwar, S., (2010), Sikap manusia Teori dan Pengukurannya, Pustaka Pelajar. Yogyakarta
- Bandura, A (2001). *Social Cognitive Theory of Mass Communication*. Mediapsychology. 3(0), 265-299.
- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice-Hall.
- Bandura, A. (1991). *Social cognitive theory of self-regulation. Organizational Behavior and Human Decision Processes* 50, 248-287.
- Bettman, J. R. (1979). *An information processing theory of consumer choice*. Reading, MA: Addison-Wesley.
- Beyer, J. M., & Trice, H. M. (1978). *Implementing change: Alcoholism policies in work organizations*. New York: Free Press.
- Breckler, S. J. (1984). *Empirical Validation of Affect, Behavior, and Cognition as Distinct Component of Attitude*, *Journal of Personality and Social Psychology*, 1191-1205.
- Craig, Robert T. (1999). *Communication Theory As A Field*. International Communication Association. Retrieved 12.07.2011.
- Elder, J. Et Al (1998). *Strategies For Health Education: Theoretical Models*. In *Handbook Of Immigrant Health*. 2nd Edition. Sana Loue (Ed): New York, Plenum Press
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Glanz, K., Rimer, B.K. & Viswanath, K. (2008). *Health Behavior and Health Education*. 4th ed. .San Francisco: Jossey-Bass. 0

- Green, (1980) *Health Education Planning, A Diagnostic Approach*, The John Hopkins University, Maryland, Mayfield Publishing Company
- Green, L.W., & Kreuter, M.W. (2000). *Health promotion planning: An educational and ecological approach* (2nd ed.). Mountain View, CA: Mayfield.
- Green, L.W., & Ottoson, J. M. (1999). *Community and population health* (8th ed.). New York: McGraw-Hill.
- Green, L.W., Gottlieb, N. H., & Parcel, G. S. (1987). *Diffusion theory extended and applied*. In W. B. Ward (Ed.), *Advances in health education and promotion*. Greenwich, CT: JAI Press.
- <http://id.shvoong.com/social-sciences/sociology/2308744-pengertian-kesenjangan-sosial/>
- Janz, N. K., & Becker, M. H. (1984). *The health belief model: A decade later*. *Health Education Quarterly*, 11, 1-47.
- Kotler, P., & Roberto, E. L. (1989). *Social marketing: Strategies for changing public behavior*. New York: Free Press.
- Kras, S. J. "Attitudes and Prediction of Behavior," *Personality and Social Psychology Bulletin*, Januari 1995, 5.
- Lefebvre, R. C. (2000). *Theories and models in social marketing*. In P. N. Bloom & G. T. Gundlach (Eds.), *Handbook of marketing and society*. Thousand Oaks, CA: Sage
- Lefebvre, R. C., & Rochlin, L. (1997). *Social marketing*. In K. Glanz, F. M. Lewis, & B. K. Rimer (Eds.), *Health behavior and health education: Theory, research, and practice* (2nd ed.). San Francisco: Jossey-Bass
- Manoj Sharma And John A. Romas, *Theoretical Foundation Of Health Education And Health Promotion*, 2nd Edition. Sana Loue (Ed): New York:Plenum Press
- McGuire, W. J. (1984). *Public communication as a strategy for inducing health-promoting behavioral change*. *Preventive Medicine*, 13(3), 299–313.
- Nazir, Moh, Ph.D (2003). Metode Penelitian. 5th ed .Jakarta: Ghalia Indonesia. 0
- Notoatmodjo, Soekidjo (2010), Promosi Kesehatan Teori dan Aplikasi, Jakarta, Rineka Cipta
- Notoatmodjo, Soekidjo (1997), Ilmu Kesehatan Masyarakat, 1st Edition, Jakarta, PT. Rineka Cipta. 0
- Porras, J. I., & Roberston, P. J. (1987). *Organization development theory: A typology and evaluation*. In R.W.Woodman & W. A. Pasmore (Eds.), *Research in organizational change and development* (Vol. 1). Greenwich, CT: JAI Press.

- Prochaska, J. O., & Velicer, W. F. (1997). *The transtheoretical model of health behavior change*. *American Journal of Health Promotion*, 12(1), 38–48.
- Robbins, Stephen P. Perilaku Organisasi Buku 1, 2007, Jakarta: Salemba Empat, 92-102.
- Rogers, E. M. (1983). *Diffusion of innovations* (3rd ed.). New York: Free Press.
- Rothman, J., & Tropman, J. E. (1987). *Models of community organization and macro practice: Their mixing and phasing*. In F. M. Cox, J. L. Ehrlich, J. Rothman, & J. E. Tropman (Eds.), *Strategies of community organization* (4th ed.). Itasca, IL: Peacock.
- Strecher, V. J., & Rosenstock, I. M. (1997). *The health belief model*. In K. Glanz, F. M. Lewis, & B. K. Rimer (Eds.), *Health behavior and health education: Theory, research, and practice* (2nd ed.). San Francisco: Jossey-Bass.
- Tam, M.C.Y dan V.M.R.T Tummala, (2001), An Application of the AHP in Vendor Selection of a Telecommunications System, *Omega*, 29, 171-182.
- Wicker, A. W. (1957) *A Theory of Cognitive Dissonance*, Stanford: Stanford University Press.
- Winslow, Charles-Eduard Amory, (2002), *Encyclopedia of Public Health*, Ed. Lester Breslow, Gale Group, Inc.
- Zainuddin, M (2009). Metodologi Penelitian. 0. Surabaya: Pasca Sarjana Universitas Airlangga. 0.