

DAFTAR PUSTAKA

- Atkinson, R.L., Atkinson, R.C., Smith, E.E., Bem, D.J. 1997. *PENGANTAR PSIKOLOGI, Jilid I dan II, Edisi Kedelapan*, Jakarta: Penerbit Erlangga.
- Birren, F. 1950. *Color psychology and color therapy*. New York: McGraw-Hill.
- Borges, M. A., M. A. Stepnowsky & Holt, L. H. 1977. *Recall and recognition of words and pictures by adults and children*. Bulletin of the Psychonomic Society.
- Braisby, N., Gellatly, A. 2012. *Cognitive Psychology*. Publisher-Oxford University Press.
- Campbell, D., & J. Stanley. 1963. *Experimental and quasi-experimental Designs*. Chicago: Rand McNally.
- Chaplin, J. P. 2008. *Kamus Lengkap Psikologi*. Jakarta : PT Raja Grafindo.
- Cochran, W. G. 1977. *Sampling Techniques 3'rd ed*. New York: Wiley.
- Cowan, N., Saults, J.S., & Brown, G.D.A. 2004. *On the auditory modality superiority effect in serial recall: Separating input and output factors*. *Journal of Experimental Psychology: Learning, Memory, and Cognition*.
- Craik, F. I. M. & Salthouse, T. A. (Editors). 1992. *Handbook of Aging and Cognition*. Hillsdale, N.J.: Lawrence Erlbaum Associates.
- DePorter, Bobbi. 1999. *Quantum Teaching : Orchestrating Student Success*. Boston. Allyn and Bacon Publishing.
- Djiwandono, S. 2002. *Psikologi Pendidikan*. Penerbit PT Gramedia Widiasarana Indonesia, Jakarta
- Field, A.P. 2000. *Discovering statistics using SPSS for Windows: advance techniques for the beginner*. London: Sage.
- Gibbs, P. 1997. "Why Is c the Symbol For the Speed of Light?". University of California, Riverside.
- Gray J R,; Braver T S. 2002. in *Emotional Cognition*. Amsterdam: Benjamins.
- Greene, T. C., Bell, P. A., & Boyer, W. N. 1983. *Coloring the environment: Hue, arousal, and boredom*. *Bulletin of the Psychonomic Society*.
- Graziano, A. M., Raulin, M.L., Longman. 1997. *Research Methods - 3rd ed: a Process of Inquiry*. New York
- Goldstein, E. B. 1980. *Sensation and Perception*. Wadsworth.
- Huchendorf, L. 2007. *The effects of color on memory*. UW-La Crosse J Undergrad Res.
- Irwanto, dkk. 1996. *Psikologi Umum: Buku Panduan Mahasiswa*. Jakarta: Gramedia Pustaka Utama.
- Jeffrey S. Nevid, Spencer A. Rathus. 2007. *Recollection and familiarity in recognition memory: Adult age differences and neuropsychological test correlates*. Prezza.
- Jensen, Eric. 2000. *Brain Based Learning*. Corwin Press.
- Kotler, Philip. 2000. *Marketing Manajemen: Analysis, Planning, implementation, and Control 9th Edition*. Prentice Hall International, Int, New Jersey
- Kumar. R. 1999. *Research methodology a step by step for beginners*. Addison Wesley Longman Australia Pty Limited (publishers).

- Lahey, B.B. 2007. *Psychology: an introduction 11'th ed.* Boston, MA, McGraw-Hill Higher Education .
- Levy, B. I. 1984. *Research into the psychological meaning of color. American Journal of Art Therapy.*
- Lindsay, P. H. & NORMAN, D. A. 1977. *Human information Processing: An Introduction to Psychology 2'nd ed.* Academic Press.
- Matlin, M. (2005), *Cognition 6'th ed.* New York: Harcourt Brace.
- Matthews, G., Davis, D.R., Westernman. S.J., Stammers, R.B. 2000. *Cognition, stress, and individual differences.*
- McConohie, B. V. 1999. *A study of the effect of color in memory retention when used in presentation software.* Unpublished doctoral dissertation, Johnson Bible College.
- Myers, D. G. 2006. *Psychology 8'th ed.* New York: Worth.
- Ormrod, J. 2009. *Human Learning.* Upper Saddle River: Pearson Prentice Hall.
- Otani, H., Libkuman, T. M., Widner, R. L., & Graves, E. I. 2007. *Memory for emotionally arousing stimuli: A comparison of younger and older adults. The Journal of General Psychology.*
- Roozendaal, B. 2002. *Stress and memory: opposing effects of glucocorticoids on memory consolidation and memory retrieval. Neurobiology of Learning and Memory.*
- Santrock, J.W. 2008. *A Topical Approach to Lifespan Development* (M. Ryan, Ed., 4'th edition.). New York, NY: McGraw-Hill Companies, Inc
- Solso, R. L., Maclin, K. M., & Maclin, O. H. 2005. *Cognitive Psychology.* NY: Pearson.
- Spear, N. E. and Riccio, D. C. 1994. *Memory: Phenomena and Priciples.* Needham Heights, MA: Allyon & Bacon.
- Spence, I., Wong, P., Rusan, M., & Rastegar, N. 2006. *How color enhances visual memory for natural scenes. Psychological Science.*

DAFTAR RUJUKAN

- <http://www.uwlax.edu/urc/jur-online/PDF/2007/huchendorf.pdf> (Diakses pada 21 Mei 2012)
- <http://cekli.com> (Diakses tanggal 29 Mei 2012)
- <http://google.books.co.id> (Diakses Juni 2012-Maret 2013)
- <http://telinga-hati.blogspot.com/> (Diakses tanggal 28 Maret 2012)
- <http://www.uwlax.edu/urc/jur-online/> (Diakses tanggal 14 Mei 2012)
- <http://www.pigeon.psy.tufts.edu/avc/kirkpatrick/> (Diakses tanggal 25 Maret 2012)
- <http://voices.yahoo.com/the-learning-theory> (Diakses tanggal 3 September 2012)