

BIBLIOGRAPHY

Books

- Chandler, Daniel. Semiotics: the Basics. London: Routledge, 2004.
- Hawkes, Terrence. Structuralism and Semiotics. London: Routledge, 1977.
- Holmes, Janet. An Introduction to Sociolinguistics. England: Pearson Education Limited, 2001.
- Leo, Sutanto, et al. English for Academic Purpose: Essay Writing. Yogyakarta: ANDI, 2007.
- McArthur, Tom. The Oxford Companion to the English Language. New York: Oxford University Press, 1992.
- Noth, Winfried. Handbook of Semiotics. America: Indiana University Press, 1990.
- Storey, John. An Introductory Guide to Cultural Theory and Popular Culture. Great Britain: Biddles Ltd, Guildford and King's Lynn, 1993.
- Sudjiman, Panuti, and Aart Van Zoest. Serba-Serbi Semiotika. Jakarta: PT Gramedia Pustaka Utama, 1996.
- The Oxford English Dictionary. 6th ed. Oxford: Oxford University Press, 2002.
- Tjiptono, Fandy. Brand Management and Strategy. Yogyakarta: Andi, 2005.

Websites

Barus, Frino Bariarcianur. "Blind Café." WikiMu 18 May 2007. WikiMu-Jurnalisme Publik. 2006. 22 April 2008
<<http://www.wikimu.com/news/displaynews.aspx?id=2428>>.

Comms.gov.uk. 2006. Communication Government Group. 5 April 2008
<[htt://comms.gov.uk](http://comms.gov.uk)>.

Hicks, Ryan. "Importance of A Good Logo Design." Ezine Articles 15 April 2008. 20 April 2008 <<http://ezinearticles.com/index.php?Importance-Of-A-Good-Logo-Design&id=1112561>>.

King, William. "Importance of Branding – What's in a Name?" Ezine Articles 9 May 2005. 14 April 2008 <<http://ezinearticles.com/?Importance-of-Branding---Whats-in-a-Name?&id=34316>>.

Thebandung.com. Profal Sinergy. 2007. 15 April 2008
<<http://www.thebandung.com/Kuliner/CafeResto/TheCellar/tabid/224/Default.asp>>.

Kwee, Emma. "Erla's Mexican Café: Fiesta Pesta in a nutshell" Streetdirectory 2008. 25 May 2008
<http://www.streetdirectory.com/travel_guide/indonesia/west_java_bandung/bandung_food_advisor/info-160erlas_mexican_caf_fiesta_pesta_in_a_nutshell.php>.