BIBLIOGRAPHY

References:


Suhandang, Kustadi. Periklanan, Manajemen dan Strategi, Bandung, Nuansa, 2005
Website:

Beauty Tips, 12 March 2007
http://www.beutytips.co.id

Perusahaan Tempo, 19 March 2007
http://www.thetempogroup.net

Perusahaan Tempo, 22 March 2007
http://www.thetempogroup.net/pt-filma.asp

Promotion, 29 April 2007
http://www.wspromotion.com/advertisingdecisions.html

Tabloid readers, 29 April 2007
http://www.republika.co.id

Tabloid Nova, 29 April 2007
http://www.tabloidnova.co.id

Advertising colors, 10 June 2007
http://en.wikipedia.org/wiki/typography

Women Body, 12 July 2007
http://www.personal.kent.edu/glhason/readings/adverising/womeninads.htm

Color, 29 April 2007
http://www.colormatters.com/chatquest.html

Maranatha Christian University
Color, 29 April 2007
http://www.sibagraphics.com

Meaning Color, 29 April 2007

Altering words that make people buy, 27 December 2007
http://www.yourhometelinfo.com/online/10Mind_Altering_Words_That_Make_People_Buy.html

Headlines, 29 December 2007
http://www.succesfulminds.com/Copywriting/5-reasons-headlines.html)