

DAFTAR PUSTAKA

BUKU

Boggs, Joseph M., and Dennis W. Petrie. 1999. *The Art of Watching Films Fifth Edition*.

California: Mayfield Publishing Company

Bordwell, David and Kristin Thompson. 2010. *Film art, an introduction ninth edition*.

New York: Connect Learn Succeed

Bungin, Burhan. 2001. *Metode Penelitian Kualitatif*. Jakarta: PT. Raja Grafindo Persada

Harsasi, Meirani. 2006. "WOM dalam industri jasa: kaitannya dengan sikap dan kemungkinan membeli", *Jurnal Bisnis Strategi*, Vol. 15

Hasan, Ali. 2010. *Marketing Dari Mulut Ke Mulut Words of Mouth*. Yogyakarta: Media

Presindo

Kotler, Philip dan Armstrong Gary. 2008. *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga

Kotler, Philip dan Lane Keller. 2007. *Manajemen Pemasaran*.

Mardalis. 1999. *Metode Penelitian, Suatu Pendekatan Proposal*. Jakarta: PT Bumi Aksara

Margono. 2005. *Metodologi Penelitian Pendidikan*. Jakarta: Rineka Cipta

Moleong, Lexy J. 2012. *Metodologi Penelitian Kualitatif*. Bandung: PT. Rosdakarya

Mulyana, Deddy. 2004. *Ilmu Komunikasi, Suatu Pengantar*. Bandung: PT. Remaja

Rosdakarya

Mulyana, Deddy. 2008. *Ilmu Komunikasi, Suatu Pengantar*. Bandung: PT. Remaja

Rosdakarya

Sernovitz, Andy. 2012. *Word Of Mouth Marketing*. USA: Greanleaf Book Group Press

Sernovitz, Andy. 2009. *Word Of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama

Sugiyono. 2015. Metode Penelitian Kuantitatif dan Kualitatif dan R&D. Bandung:

Alfabeta

Sumardy, Marlin Silviana dan Melina Melone. 2011. *Rest In Peace Advertising*. Jakarta:

Gramedia

INTERNET

<http://4muda.com/mengenal-generasi-x-y-dan-z-sebagai-generasi-dominan-masa-kini/>

15.04.2112_bab3.pdf

[http://akmfilmography.blogspot.co.id/2015/11/sejarah-dan-perkembangan-film-](http://akmfilmography.blogspot.co.id/2015/11/sejarah-dan-perkembangan-film-dunia.html?m=1)

[dunia.html?m=1](http://akmfilmography.blogspot.co.id/2015/11/sejarah-dan-perkembangan-film-dunia.html?m=1)

http://eprints.undip.ac.id/40789/3/BAB_III_METODE.pdf

<http://www.bintang.com/celeb/read/2455523/rilis-trailer-aadc-2-siap-tayang-di-3-negara>

https://id.wikipedia.org/wiki/Perkembangan_Film

<http://movie.co.id/ada-apa-dengan-cinta-2/>

[https://openlibrary.telkomuniversity.ac.id/pustaka/files/18618/bab3/skripsianalisis-](https://openlibrary.telkomuniversity.ac.id/pustaka/files/18618/bab3/skripsianalisis-fanatisme-dan-loyalitas-bobotoh-dalam-membeli-produk-persib-penelitian-dengan-pendekatan-kualitatif-tradisi-fenomenologi-mengenai-suporter-bobotoh-di-bandung-.pdf)

[fanatisme-dan-loyalitas-bobotoh-dalam-membeli-produk-persib-penelitian-dengan-](https://openlibrary.telkomuniversity.ac.id/pustaka/files/18618/bab3/skripsianalisis-fanatisme-dan-loyalitas-bobotoh-dalam-membeli-produk-persib-penelitian-dengan-pendekatan-kualitatif-tradisi-fenomenologi-mengenai-suporter-bobotoh-di-bandung-.pdf)

[pendekatan-kualitatif-tradisi-fenomenologi-mengenai-suporter-bobotoh-di-bandung-.pdf](https://openlibrary.telkomuniversity.ac.id/pustaka/files/18618/bab3/skripsianalisis-fanatisme-dan-loyalitas-bobotoh-dalam-membeli-produk-persib-penelitian-dengan-pendekatan-kualitatif-tradisi-fenomenologi-mengenai-suporter-bobotoh-di-bandung-.pdf)

http://repository.upi.edu/2509/6/T_IPS_1104001_Chapter3.pdf

<http://www.bintang.com/celeb/read/2455523/rilis-trailer-aadc-2-siap-tayang-di-3-negara>

<http://www.filmpelajar.com/blog/sejarah-perkembangan-film-Indonesia>

<http://www.mediaindonesia.com/news/read/53063/berkah-di-balik-film/2016-26-06>

<https://www.scribd.com/doc/149548027/Pengertian-Objek-penelitian>

<http://www.slideshare.net/leonardmerari/generasi-y-generasi-z-dan-bonus-demografi#>

<http://www.pendidikanekonomi.com/2012/07/pengertian-komunikasi-word-of-mouth-wom.html>

JURNAL INTERNASIONAL

Assessment of Electronic Word of Mouth on Customers' Purchasing Decisions of Hospitality Service in Egypt

(<http://www.iubh.de/files/de/Fakult%C3%A4t/Publikationen/Conference%20Papers/Assessmentofelectronicword-of-mouthoncustomers%E2%80%99purchasingdecisionsofhospitality.Ashraf.pdf>)

E-WOM Scale: WOM Measurement Scale For e-Services Context'

(<https://www.ualberta.ca/business/PaulMessinger/Research/~media/business/FacultyAndStaff/MBEL/PaulMessinger/Documents/Research/Issue2/GoyetteEtAl.pdf>)

Electronic Word of Mouth Via Consumer-Opinion Platforms: What Motivates Consumers To Articulate Themselves on The Internet?

(http://www.marketingcenter.de/lmm/research/publications/download/I11_Hennig-Thurau_et_al_JIM_2004_Electronic_WoM.pdf)

The Conceptualization on Electronic Word of Mouth (EWOM) and Company Practices to Monitor, Encourage and Commit to EWOM-a Service Industry Perspective

(http://epub.lib.aalto.fi/fi/ethesis/pdf/13398/hse_ethesis_13398.pdf)

Word of Mouth Communications: A Theoretical Review

(http://www.nbuu.gov.ua/old_jrn/Soc_Gum/Mimi/2012_1/2_8.pdf)

JURNAL NASIONAL

Menciptakan *Word of Mouth* Melalui Kualitas Pelayanan

([http://www.stiebinakarya.ac.id/fpdfbrita/JURNAL%20EKA%20\(WOM,SERVQUAL\).pdf](http://www.stiebinakarya.ac.id/fpdfbrita/JURNAL%20EKA%20(WOM,SERVQUAL).pdf))

Peran *Sales Promotion* Café Tiga Tjeret Surakarta (Studi Deskriptif Kualitatif Peran Strategi Komunikasi Pemasaran Pada *Sales Promotion* Melalui *Event* di Café Tiga Tjeret Terhadap Minat Beli Konsumen) (<http://ejournal.uajy.ac.id/6443/1/Jurnal%20KOM03658.pdf>)

Strategi *Word of Mouth Communication* Dalam Meningkatkan Minat Menonton Kesenian Banyumasan (Studi Deskriptif Kualitatif Pada Paguyuban Seni Sapto Turonggo Joyo Kabupaten Banjarnegara) (<http://digilib.uin-suka.ac.id/7419/2/BAB%20I,%20IV,%20DAFTAR%20PUSTAKA.pdf>)

Strategi *Word of Mouth* Dalam Meningkatkan *Brand Awareness* (Studi Deskriptif Kualitatif Pada Jasa Pengiriman PT. JNE Cabang Yogyakarta) (<http://digilib.uin-suka.ac.id/13711/2/BAB%20I,%20IV,%20DAFTAR%20PUSTAKA.pdf>)

The Role of Marketing Representatives as Talkers in Building Word of Mouth at Bunda Mulia University as A Supporting Marketing Communication Activities
(file:///Users/MCBOOK13/Downloads/16.24.033_article_f.pdf)

SKRIPSI

Komunikasi Pemasaran Usaha Kuliner Dalam Menghadapi Persaingan (Studi Deskriptif Kualitatif Kegiatan Komunikasi Pemasaran Café “Gerobak Cokelat” Dalam Menghadapi Persaingan di Kota Solo) (<https://eprints.uns.ac.id/16770/1/cover.pdf>)

Model Komunikasi *Electronic Word of Mouth* Terhadap Media Sosial Twitter (Studi Deskriptif Kualitatif Pada *Followers* Akun Twitter @JNE_ID) (http://digilib.uin-suka.ac.id/18701/2/08730124_bab-i_iv-atau-v_daftar-pustaka.pdf)

Model Komunikasi *Word of Mouth* Konsumen (Studi Deskriptif Kualitatif Mengenai Model Komunikasi *Word of Mouth* Konsumen Pada *Brand* Gudeg Pawon di Yogyakarta) (<http://e-journal.uajy.ac.id/3691/1/0KOM02330.pdf>)

Peran *Fans Community* Dalam Membentuk *Word of Mouth* Pada Pembelian *Official Merchandise* Grup Musik (Studi Pada JKT 48 Jogja *Fans* di Yogyakarta) (http://eprints.uny.ac.id/26594/1/JodhiArizalNugroho_09408141040.pdf)

Strategi *Word of Mouth* Telur Asin (Studi Deskriptif Kualitatif Strategi *Word of Mouth* Penjualan Telur Asin “NANA” di Tawang Sari, Sukoharjo) (http://eprints.ums.ac.id/24984/8/NASKAH_PUBLIKASI.pdf)