

DAFTAR PUSTAKA

1. Peter Salim, *The Contemporary English Indonesia Dictionary*, Jakarta, Modern English Press 1989.
2. Maurice I. Mandell, *Advertising*, USA, Professor and Chairman Department of Marketing Bowling Green state University, 1984.
3. Sunarjo, Djunaesih, S. Sunarya, *Himpunan Istilah Komunikasi*, Yogyakarta, Liberty, 1989.
4. Philip Ward Burton, *Principle of Advertising*, USA, Advertising Department Syracuse, 1958.
5. Zielski, M.A. *The Remembering and Forgetting of Advertising*, Journal marketing, USA, 1989.
6. Delmar Antlis, *Advertising Practices*, USA, Francis King Inc, 1983.
7. Keneth Roman and Jane Maos, *How to Advetise*, Terjemahan Drs. Lasiman, M s.d Juni 1998.
8. Donis A Dondis, *A Primer Of Visual Literacy*, New York, The Massachucetts Insititute of Technology, 1986.
9. Radjanudjum c.s. *Teknik reklame dan Menggambar*, Jakarta Groningen, 1955.
10. Otto Klepner, *Tata Cara Periklanan*, Jakarta, Elekmedia Komputindo, 1993.
11. Adi Nugroho dan Drs. E C Dwi Sunar Prasetyo, *Pengantar Menyusun Skripsi*, Solo, CV. Aneka, 1996.
12. Sutrisno Hadi, *Metodologi Research*, Yogyakarta, Andi Ofset, 1993
13. Winardi SE, *Promosi dan Reklame*, Bandung, Mandar Maju, 1972.

14. Syaifudin, *Studi Aspek Desain Grafis Wingko Babad Cap Kereta Api Yang Diproduksi Di Semarang*, Skripsi FSRD “ISP”, 1996.

