

## **Daftar Pustaka 124**



## DAFTAR PUSTAKA

Alan & Livingston, Isabella., *The Thames and Hudson Encyclopedia of Graphic Design and Designer*, London: Thames and Hudson Ltd, 1992.

Arnheim, Rudolf., *Visual Thinking*, Barkeley, Los Angeles, London: University of California Press, 1969.

Arnold, David., *Pedoman dalam Manajemen Merek*, Surabaya: Kentindo Soho, 1996.

Badudu, J.S.& Zain, S.M., *Kamus Umum Bahasa Indonesia*, Jakarta: Pustaka Sinar Harapan, 1996.

Bataille, George, *The Visions of Excess: Selected writings, 1927-1939*, Minneapolis - USA: University of Minnesota Press, 1985.

Baudrillard, Jean., *Simulation, Semiotext(e)*, New York: 1983.

Bauman, Ole., *And Justice for All*, Jan Van Eyck Akademic, Maastricht, 1994.

Berger, Asa. A., *Anatomy of the Joke, Laughing Matter?*, Journal of Communication Summer, 1976.

Dawson, Lawrence H., *Nuttall's Standard Dictionary of the English Language*, Great Britain: Frederick Warne & Co. Ltd, 1959.

Hutcheon, Linda., *A Theory of Parody*, London: Methuen & Co. Ltd, 1986.

Halliday, M.A.K. & Hasan, R., *Bahasa, Konteks dan Teks : Aspek-Aspek Bahasa dalam Pandangan Semiotika Sosial*, Yogyakarta: Gajah Mada University Press, 1992.

Hollis, Richard., *Graphic Design A Concise History*, London: Thames and Hudson, 1994.

Kotler, Phillip, *Marketing Management, Analysis, Planning, Implementation, and Control*, Edisi 5, Engelwood Cliffs N.J: Prentice Hall, 1994.

Laing, John., *Do It Your Self Graphic Design*, London: Ebury Press, 1985.

Marx, Karl., "The Mystery of the Fetishistic Character of Commodities"(1867). Basic Concepts Commodity Fetish, London: Lawrence & Wishart, 1970.

\_\_\_\_\_, *Grundrisse, Foundation of the Critique of Political Economy*, Harmondsworth: Penguin, 1973.

National Library of Australia, The Macquarie Dictionary New Budget Edition, Netley, South Australia: Griffin Press Limited, 1991

Nugroho, Garin, *Kekuasaan dan Hiburan*, Yogyakarta: Bentang Budaya, 1995.

Ollins, Wally, *Corporate Identity Making Bussines Strategi Visible Through Design*, Thames and Hudson: Spain Artes Graficas Toledo SA, 1989.

Patria, N. & Arief, A., *Antonio Gramsci Negara dan Hegemoni*, Yogyakarta: Pustaka Pelajar, 1999.

Pendidikan dan Kebudayaan, *Kamus Besar Bahasa Indonesia*, Jakarta: Balai Pustaka, 1989.

Piliang, Yasraf Amir., *Dunia yang Dilipat*, Bandung: Mizan, 1998.

Stevenson, George.A., *Graphic Arts Encyclopedia*, New York: Mc. Graw-Hill. Inc, 1968.

Sudjiman, Panuti., *Kamus Istilah Sastra*, Jakarta: PT. Gramedia, 1986.

Suhadi, M. Agus, *Humor itu Serius*, PT Grafikatama Jaya, 1992.

Todorov, Tzevetan, *Mikhail Bakhtin, The Dialogical Principle*, Manchester University Press, London: 1984.

Shadily, Hassan, *Ensiklopedia Indonesia*, Jakarta: Ichtiar Baru - Van Hoeve, 1984

Walker, John. A., *Design History and The History of Design*, London: Pluto Press, 1989

Watson, James & Hill, Anne., *A Dictionary of Communication and Media Studies*- fourth edition, London: 1997.

Widayat, *Kethoprak Orde Baru*, Yogyakarta: Bentang Budaya, 1997.

Widiati, N., *Skripsi: Studi Analisis Perbandingan Disain Grafis Kemasan Coca-Cola dan PEPSI terhadap daya tarik konsumen di Daerah Istimewa Yogyakarta*, Disain Komunikasi Visual, Institut Seni Indonesia Yogyakarta, 1993.



### Artikel dan surat kabar

Artikel "Seni rupa penyadaran", *Kompas*, Jakarta: Senin 12 April 1999.

Siregar,A., *Kompas*, Jakarta, 14 Februari 1992

Yuliman, Sanento. "Parodi Pasaraya", Majalah *Tempo*, Jakarta: 27 Juni 1987.



### Nara sumber

Adhes: *Waton T-shirt*, Yogyakarta 16 Maret 1999.

Boim dan M Arif Arbai: *Dagadu*, Yogyakarta 23 Maret 1999.

Faruq H.T: *Pusat Studi Kebudayaan – UGM*, Yogyakarta 30 Maret 1999.

Siti Adiyati S: *CRI Allocita*, Yogyakarta, 05 April 1999.

Yasraf A Piliang: *FSRD ITB*, Bandung 08 April 1999.

