

BRAND MAKE UP KOREA ADVERTISING AND WOMAN INTERPRETATION AT JAKARTA

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ABSTRACT: Indonesian woman is a potential market for beauty industry entrepreneurs both from outside and within the country. But now, with the free market of the domestic cosmetics industry is facing challenges with the circulation of imported cosmetics products in the domestic market, one of the countries that aggressively do marketing in the field of cosmetics in South Korea. When viewed in general, the beauty industry in Korea to grow very rapidly, along with the emergence of dozens of Korean beauty brands that became known in the international world. This study uses analysis of reception studies, namely the meaning of the relationship between the mass media content and audiences and audiences as an active interpreter of Morley based on the thoughts of Stuart Hall. Audiences (Young Millennial Woman with their culture at Jakarta) have the freedom to interpret the meaning of the content of messages (Make Korean Up Advertising) conveyed by the media and are categorized into 3 categories of active audiences, namely dominant hegemony, negotiated reading, and oppositional reading based on 7 items of ad content, ie ad duration, synopsis and narration, storyline, background place, talent, backsound music, and wardrobe of Pony Effect: That Girl Holiday Special Advertising Edition.

KEYWORDS: *make up advertising, reception study, interpretation*

I. BACKGROUND OF THE STUDY

Progress in the beauty industry in Indonesia is currently increasing. Based on data from the Ministry of Industry (2016), the industry's market growth reached an average of 9.67% per year in the last six years (2009-2015). It is estimated that the market (market size) of the cosmetic market is Rp. 46.4 trillion in 2017 yesterday. With this amount, Indonesia is a *potential market* for both domestic and foreign beauty industry entrepreneurs.

But now, with the free market of domestic cosmetics industry being challenged by the circulation of imported cosmetics products in the domestic market, one of the countries that is aggressively marketing in the field of cosmetics is South Korea. When viewed in general, the beauty industry in Korea is growing very rapidly, along with the emergence of dozens *brands* of Korean beauty that are becoming known internationally. According to *Stanton the brand is the name, term, symbol, special design or some combination of these elements designed to identify the product or service offered by the seller.*

This is because Korean cosmetic products have a rapid growth rate because of the wave of Korean culture or often called *hallyu* or *Korean Wave* is one of the trends that are being hit in the community.

II. STATEMENT OF THE PROBLEM

The Korean Wave itself is a term to describe popular or *pop culture products* from South Korea. The use of cosmetics from Korea is a lifestyle imitating Koreans by dressing up. This is the psychographic data of the market *make up* Korean.

Pony also had a chance to collaborate with the television world, namely *Insite TV* to release a video of histutorial *make up* entitled *Pony's Beauty Diary*. Until finally, he released a *beauty product* or *makeup line* with his own name which was named PONY Effect. PONY Effect is the *beauty product* or *makeup line* newestafter *eye shadow* that carries its name to be the best seller on Memebox. The latest collection of PONY Effect is named *That Girl Holiday Special Edition*. This collection consists of *theeyeshadow palette, contour palette, three lipstick, and four nail polish*. This collection carries the theme of glamor and elegance using the colors that Pony likes pink and purple for the packaging.

Jakarta women become one of the marketing targets for *Pony Effect: Holiday Edition products* that have been worldwide. Targeting its products to Jakarta women by using advertisements that are used as a reminder media and connecting between audiences and products at vulnerable ages 18-28 years (Ponyeffect.com, 2017)

Based on the description above, what will be revealed is how Jakarta women interpret the contents of advertisements on the brand *make up PONY Effect That Girl Holiday Special Edition*.

III. OBJECTIVE OF THE STUDY

The purpose of this research is to find Jakarta's interpretation (opinion, impression) on the advertising content of brand *make-up Korean PONY Effect's: That Girl Holiday Special Edition* viewed on YouTube.

IV. THEORETICAL FRAMEWORK

A Researcher named Ardian Endah (2015) conducted a study entitled "Teens Watch Indonesian Sex Comedy (Analysis of Teenage Reception in Yogyakarta City 2012-2013 Period)". Using Audience Study in Mass Communication: Study of Audience, Film Reception Analysis Perspective as mass communication, Crossing Comedy Film: Theory and Variety of Comedy Films, History of World Comedy Movies and Indonesia, Climbing Indonesian Sex Comedy Film. The results showed that there were differences in reception between informants with each other in interpreting Indonesian sex comedy films. Audiences negotiate in logical ways based on their background. Adolescent reception on Indonesian sex comedy films is more influenced by gender, knowledge about sex, and socio-cultural conditions of each of the teenagers.

Based on the results of the study, the researchers concluded that the aspects presented in the study were not entirely in the form of agreement or disapproval of the opinions of the informants. The informant has different arguments in every aspect of the question submitted by the researcher. Here the meaning of the informant moves simultaneously from one position to another, which varies between two or three positions at once.

The interpretation is the result of *learning behaviors* obtained by informants from family, friends, environment, and the media they consume everyday. Different experiences make informants interpret differently. The interpretation of informants is also influenced by their interaction with other informants, which makes them incorporated in *interpretive communities*.

The difference in research that researchers did with previous research was that researchers focused on the content of *makeup PONY Effect* on YouTube, "while previous researchers used film as research material and media liaison with the audience. But both focus on the audience by using reception analysis.

4.1 Definition of Marketing Communication

Marketing communication is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Marketing communication is a means by which companies try to inform, persuade and remind consumers directly or indirectly about products and brands sold (Tjiptono, 2008).

In essence, marketing communication represents the 'voice' of the company and its brand and is a means by which a company can make dialogue and build relationships with consumers. Marketing communication also carries out many functions for consumers. Marketing communication can tell or show consumers about how and why the product is used, by what kind of people, and where and when. Consumers can learn about who makes the product and what the company's goals and brands are; and they can get incentives or rewards for the experiment or use (Prisgunanto, 2006).

Marketing communication includes three main objectives, namely to disseminate information (informative communication), influence to make purchases or attract consumers (persuasive communication), and remind the public to make repeat purchases (reminding communication). Marketing Communication is an important aspect in the overall marketing mission and determinant of marketing success. In the last decade, the marketing communication component in the marketing mix has become increasingly important. It has even been claimed that "marketing" in the 1990s was communication and communication was marketing. Both are inseparable. The main forms of marketing communication include; advertising, sales force, store nameplate, display in place of purchase, product packaging, direct mail, free product samples, coupons, publicity, and other communication tools (A. Shimp, 2009).

4.2 Digital Marketing Communication

The *internet* helps companies to build stronger brand relationships with consumers, employees and various other *stakeholders* through the power of two-way communication. Many companies are encouraged to give greater attention to the *internet* along with the increasing demands of consumers to conduct two-way communication. Consumer demands sometimes cause problems for the company, namely how to manage and manage this two-way communication (Morissan, 2010).

To manage communication *interactive* that is getting better through the *internet*, today there are quite a lot of companies building *intranets* which are internal corporate communication media and *extranets* which are

external communication media such as suppliers and distributors. This condition the company experimented to find the best way to integrate interactive communication into their marketing communications, among others by improving existing facilities *broadband* (Zukhruf, 2013).

Digital marketing communication is an effort to promote a brand by using digital media that can reach consumers in a timely, personal and relevant manner. This type of digital marketing communication includes many techniques and practices contained in the internet marketing category. With the dependence of internet-free marketing, the field of digital marketing combines other key elements such as cellphones, SMS (text messages sent by cell phone) displaying banner advertisements, and outdoor digital (Morissan, 2010).

Digital marketing also combines psychological, humanist, anthropological, and technological factors that will become new media with large capacity, interactive, and multimedia. The results of the new era are interactions between producers, large intermediaries, and consumers. Digital marketing is being expanded to support corporate services and consumer engagement.

In that sense, the internet is a global network of extensive and developing computer networks without centralized management or ownership. Today, the internet combines individuals and companies and with information throughout the world. The company uses the internet to build closer relationships with customers and business partners and to sell and distribute their products more effectively and efficiently.

4.3 Sales promotion

Companies often use methods of sales promotion (*sales promotion*) to attract users *Internet* to visit *website* (*website*) them. Sales promotion has become the method most frequently used by many companies to attract users to return to their *website*. Users *Internet* who visit more than one time (*repeat visits*) on a *web* become an indicator to measure the amount of audience a *website* has. This makes the benchmark for determining the price to be paid by the *sponsor* and advertiser who wants to advertise on a *website*. For this reason, one of the goals of the *website* is to attract users *internet* to always visit the *website* again.

4.4 Reception Analysis

Study of the relationship between media and audiences (readers, viewers, internet users) is a major concern between the media industry, academics, and media observers and social issues. The media can become individual stimuli to enjoy the presentation of messages or programs displayed [1]. The content of the media can be an interesting discourse of conversation (audience reception) when it is related to the cultural context, for example the effect of visual dramatization, the viewer can construct meaning according to the text and context. One standard for measuring media audiences is to use *reception analysis*, where this analysis tries to provide a meaning for understanding media texts (print, electronic, internet) by understanding how media text characters are read by audiences. Individuals who analyze the media through the study *reception* focus on the experience and audience viewing (audience / reader), as well as how meaning is created through that experience (<http://puslit2.petra.ac.id/ejournal/index.php/iko/article/viewFile/16951/16936>, 2018)

The most important theoretical concept of *reception analysis* is that media texts - viewers / readers or television programs - are not meanings attached to the media text, but meaning is created in the interaction between the audience (audience / reader) and text. In other words, meaning is created because of watching or reading and process media text. The theory *reception* argues that contextual factors influence the way audiences view or read media, such as films or television programs. In his writings contained in *Cultural Transformation: The Politics of Resistance*, Morley presents three hypothetical positions in which the text reader (program of program) the possibility of adopting reception studies as carried out by Morley above relies on Stuart Hall's thinking.

First, *Dominant* (or '*hegemonic*') *reading* is the reader in line with the program codes (which contain values, attitudes, beliefs, and assumptions) and fully accept the meaning offered and desired by the program maker. **Second**, *Negotiated reading* is the reader within certain limits in line with the program codes and accepts the meaning offered by the programmer but modifies it in such a way that it reflects his position and interests. **Third**, *Oppositional* ('*counterhegemonic*') *reading* is the reader who is not in line with the program code and reject the proffered meaning or reading, and then specify an alternative frame itself in interpreting the message / program.

4.5 Interpretation

Interpretation is defined as an active condition of a person in the process of thinking and creative activities in seeking meaning. While the meaning of media messages is not permanent, meaning is constructed by audiences through commitment to media texts in routine interpretations. That is, the audience is active in interpreting and interpreting media texts.

The process of interpretation occurs when the media can give its meaning to the rituals of media consumption that are carried out every day, in its social context. Consumption of media content can provide a sharing of one's experience with others through the stages of media use (*contexts of media use*) with an introspection, retrospect interpretation (*perception*), and a verbal statement of someone over their media consumption activities.

The stage *decodings* is the process of producing meaning and sharing with others. In *social contexts*, media consumption tends to conceptualize media as representation rather than as a source of information. Media is integrated into one's social life every day.

V. RESEARCH METHODOLOGY

The paradigm used in this study is constructivism, which means constructive, in the context of the philosophy of education, constructivism is an effort to build a modern cultural structure. Humans must construct that knowledge and give meaning through real experience. Constructivism is defined as generative learning, namely the act of creating a meaning from what is learned. This paradigm is almost an antithesis of the notion that places the importance of observation and objectivity in finding a reality of science (Salim, 2006).

Researchers choose their subject of study based on data psychographic and demographic *makeup* Korea Pony Effect That Girl Special Edition, namely women Jakarta profession, students and the student has experience with *makeup* using the Korean brand Pony Effect That Girl Holiday Edition and seen the ads, the subject of research spread in several areas of DKI Jakarta, namely South Jakarta, North Jakarta, East Jakarta, Central Jakarta, and West Jakarta.

Researchers use techniques *reception analysis* so that informants have an open opportunity in determining and defining concept boundaries that will be used in interpreting media texts, because explorative types of research require informants to have a subjective meaning for context-based media texts.

VI. RESULTS

Pony Effect is a beauty brand product released by Park Hye Mi or better known as Pony. Pony is a *make up* professional artist who has become an advertisement model *online shop* in Korea with her bright beauty and personality, she got a lot of fans and popularity.

Regarding his newest collection of Pony issued at the end of 2016, this was named *PONY Effect: That Girl Holiday Special Edition*, because it was issued to coincide with the Christmas and New Year holiday season. This collection consists of *eyeshadow palette*, *contour palette*, three lipsticks, and four paints nail. This collection carries the theme of glamor and elegance using the colors that Pony likes pink and purple for the packaging.

6.1 Pony Effect Ads

Advertising *Pony Effect That Girl: Holiday Special Edition* has a tutorial concept *make up* that is directly practiced by Pony as a owner brand and endorser. Based on the categories created and referring to the contents of the advertising brand *make up Pony Effect That Girl: Special Edition Holiday* as follows

6.2 The Meaning of Women in Jakarta on the Duration.

Ad *Pony Effect Effect That Girl Holiday Special Edition* has a duration that is quite long for an advertisement that is 2:09 because using the tutorial concept *make up* makes the duration of the ad long. The duration is made in such a way as to suit the concept of ads *PONY Effect* in the form of tutorials.

The concept of the tutorial in an advertisement is not much done by the product manufacturer because it takes a long duration and makes the *audience* who watch the ad become bored and the advertisement message is not delivered properly. Even so with the development of the times can take advantage of sophisticated and interesting effects in advertisements that make these ads stick to the minds of the *audience*.

6.3 The Meaning of Women in Jakarta in the Synopsis and Ad Narration

First of all, Pony introduced himself as a makeup artist. Then he told me about the holiday season where there were many statements about the style of making up such as at parties and meetings. Then he began to introduce the latest makeup products from Pony Effect Holiday Edition, namely eyeshadow palette consisting of 9 neutral but unique colors with different textures. They can be mixed together to create endless eye makeup. Get ready with me and become 'That Girl' that every girl wants. Can we start?

First, apply the pattern '*Beautiful Wild*' to the entire eyelid. Focus on mixing colors into folds. Pull the color to the lower lash line as well. Next I will take some '*All Night*' (*matte brown*) to contour my eyes. Apply starting from the outer corner, then mix it along the fold. This will attract the illusion of a deeper eye. Place a color *glitter* sparkling gold called '*All The Glam*' (*gold glitter*) to the center of the eyelid. By using your fingers, not a brush to sparkle better. Looks smooth glow adds more dimensions to the eye, right? Complete the look with eye lines resembling wings to add a dramatic impression. We complete the look of this elegant eye makeup using only three colors.

Next, I will use a contour palette to make faces smaller and more dimensional. Use the dark a color '*Behind Story*' (*matte light brown*), which blends along the outer edge of your face. Apply to your jawline, hairline, and cheek hollows in a circular motion. You can use '*Muse Maker*' (*gold shimmer with silver pearl*) as a highlighter to sharpen the look of the face. Highlight the T-zone area, from your forehead, bridge your nose, and the brow bone. Rub a few to the end of your chin. Take some '*Angle Skin*' (*gold and diamond silver pearl*) with a fluffy brush on the powder and a clean broom all over the face. Like pearls that brighten the face and add healthy light.

I will complete the look of this *make up* with the shady lipstick color 'Noble Brunch'. This pink beige will clot on your lips. As for beautifying my nails, pair 'Party Fever' with 'Illusion Glass'. If you want to show off a stronger look, just darken the color of your lipstick with 'Vibrant Club', line it on your lips and fill it with this bold color to intensify your color *makeup*. The complete appearance of *make up 'That Girl' Holiday Edition*. In this holiday season, open up your beauty potential with the PONY Effect.

6.4 The Meaning of Jakarta Women to the Storyline

Advertisements PONY Effect has an advanced plot / storyline of Pony's self-introduction as a *make-up* artist, brand owner and endorser of his own brand. Then the story continues about the stages of using *make up* PONY Effect starting from the *eyeshadow palette* which has 9 unique neutral colors that are applied to all parts of the eyelids, the contour of the palette used to make the face smaller and dimensional, lipstick with 2 shaded color choices and bold, and nail polish with 4 attractive colors of blue, green, silver and purplish red. Pony made the storyline in his ad, by displaying a tutorial *make up* to help his customers apply his *makeup* because he wanted to share his expertise as a *make up* artist and at the end of the ad he said 'open your beauty potential with the PONY Effect'.

6.5 The Meaning of Jakarta Women to Advertising Places Background

For the selection of the background whereas *PONY Effect Holiday Special Edition* uses a studio designed with the theme of the *make up* artist room. Featuring a dressing table with 1 equipment *make completeup PONY Effect Holiday Special Edition* and a 2-piece disco lamp and Pony as a talent who gives an explanation of the stages of using *make up PONY Effect*.

6.6 The Meaning of Jakarta Ideas to Advertising Talent / Endorser

Pony whose real name is Park Hye Mi, is a *talent/endorser* for *brand* his own because he is a *make up* professional artist who has become a model of advertising *online shop* in Korea with his bright beauty and personality he has many fans and popularity. Park Hye Min aka Pony is a *make up* designer. Pony is also a model for the Gabalnara model, the Wig model. He likes to take pictures, Pony is also a *photographer*. Pony also had a chance to collaborate with the television world, namely *Insite TV* to release his *make up* video tutorial entitled *Pony's Beauty Diary*.

He released "*Pony Secret Make Up Book*" in 2007, "*Pony Secret Make Up Book II*" in 2011, and "*Pony Secret Make Up Book 3*" in 2013.

Each content of all *Pony Secret Make Up books* 1-3 is *Tutorial Make Up* a simple Natural for everyday. In this book provides a lot of tips ranging from cleaning method *Make Up* the correct, how to apply the base *Make Up*, and how to *Make Up* for certain events. This *Pony Secret Make Up* book is among the best-selling books in South Korea. Therefore, using itself as a public endorser will not be surprised because Pony is well known to the public.

6.7 The Meaning of Jakarta Woman to Ideas on Backsound Music Advertisement

PONY Ads Effect Special Edition Holiday uses intro music as a *backsound* to liven up the atmosphere and provide a distinctive color for each advertisement, because music is one of the mainstays to play the emotion of the *audience* so that it can become an advantage to make the *audience* feel at home lingering looking at the ad until it's finished. Music in the form of an intro can provide a comfortable and focused effect when the *audience* sees the ad.

6.8 The Meaning of Jakarta Women to Wardrobe of Pony Advertising

On PONY Effect Holiday Special Edition Pony worn clothing is a plain long-sleeved white blouse with an outstretched (airy) accent. Pony also wears an accessory pair of golden triangular earrings surrounded by diamonds adjusting the shape of his triangle earrings and three gold colored rings also circling on his finger, 2 circular rings on the index finger have pearls in the middle and 1 plain gold ring on his ring finger.

Before discussing one by one the statement of the informant, the researcher conducted an FGD (Focus of the Discussion Group) to discuss a particular problem, in an informal and relaxed atmosphere. Qualitative data collection through FGD is widely known for its advantages in providing convenience and opportunities for researchers to establish openness, trust, and understanding of the perceptions, attitudes, and experiences of the respondents / participants, with a total of 6 respondents.

The results obtained were the 6 informants knew the phenomenon *Korean Wave* and became one of the connoisseurs of the phenomenon, regarding Pony ads each informant had different reasons, motivation, and arguments, such as informants with educational backgrounds students liked the overall contents of the ad ,

because seeing from Pony's visuals as the perfect talent, and the contents of the advertisement that is easy to understand because only the tutorial is *make up* different from most Korean cosmetics which besides visual displays, Korean cosmetics advertisements can discuss in detail about the natural ingredients used in a cosmetic product.

Whereas the different arguments came from professional and female students who put forward the storyline, the uniqueness of advertising, the creativity of advertisements, and the characteristics of advertising. Seeing Pony ads that are only tutorials can cause boredom because there is an "" side *entertain* of the ad.

After successfully interviewing six informants, the results were obtained based on 3 categories of active audiences in interpreting the contents of Pony Effect That Girl Holiday Special Edition advertisements, based on the theory put forward by Stuart Hall, namely *dominant hegemony*, *negotiated reading*, and *oppositional reading*. Based on interviews, various opinions from the six informants were found based on their social background, education, age, profession, gender, experience in using and watching advertisements. *make-up* Korean Pony Effect Holiday Edition.

Of the 7 things proposed by researchers related to the contents of ads *make-up* Korean Pony Effect Holiday Edition's, namely duration, synopsis and narration, storyline, place setting, *talent*, *background* music, and *wardrobe*, you can find different arguments from the 6 informants that.

Broadly speaking, the researchers concluded based on what was described in the discussion that the 6 informants had a greater tendency to *dominant hegemony* which means to follow or in line with the codes provided by the content of the advertisement, however there are still parts in the contents of the Pony Effect ad. who got opposition from 6 informants, especially the duration of the ad.

Dominant hegemony is filled by student informants who like advertising and accept the meaning conveyed by the advertiser to their audience. Of the 7 categories of advertising content made by researchers, all of them were liked / approved by student informants. The findings of this study show that the *dominant hegemony* is students, informants have the characteristics of liking realistic things in the content of the advertisement so that they are easier to understand, understand and remember, while *negotiated reading* and *oppositional reading* are professionals and female students, informants have the characteristics of being inclined to see the contents of advertisements not only from the visual appearance of the ad actor, but the ad must have its own characteristics and an interesting storyline so that the audience has a memory on the ad that has an impact on the product.

In *negotiated reading* there are 3 parts in the content of the ad that get a place, namely the background of the place with the number of 2 informants, the storyline with 1 informant and *talent* with 2 informants.

Whereas in *oppositional reading* there are 2 parts of the content of the advertisement that gets a place, namely the duration of the advertisement and the storyline. In the duration of the advertisement, it was striking that there were 4 informants out of a total of 6 informants who did not like it, on average the informants thought the duration had to be shortened because it made the advert less effective, spent a lot of time and concentration. Then in the story line there were 2 informants who did not like it, the number was not much but still an important note for the Pony Effect advertising team.

VII. CONCLUSION AND RECOMMENDATIONS

7.1 Conclusion

The Conclusions from Jakarta Women's Interpretation Interpreting Content *Make-Up* Korean Pony Effect: *That Girl Holiday Special Edition*, students become *Dominant hegemony*, 7 categories of advertising content made by researchers are all liked / approved by student informants.

Category *Negotiated reading* There are 3 parts in the ad content that get a place, namely the background of the place with the number of 2 informants, the story line with 1 informant and *talent* with 2 informants.

Whereas in *oppositional reading* there are 2 parts of the content of the advertisement that gets a place, namely the duration of the advertisement and the storyline. The story line is some who do not like it, the number is not much but still an important note for the Pony Effect advertising team.

The findings of this study show that the *dominant hegemony* is students, informants have the characteristics of liking realistic things in the content of advertisements so that they are easier to understand, understand and remember, while *negotiated reading* and *oppositional reading* are professionals and female students. not only from the visual appearance of the ad actor, but the ad must have its own characteristics and an interesting storyline so that the audience has a memory on the ad that has an impact on the product.

8.2 Recommendations

The Recommendation that can be conveyed to the next researcher can carry out the next research with the meaning, but on cosmetic products from Indonesian original products, so that a comparison between Indonesian women's interpretation of ads can be produced *make-up* Korean and *up* Indonesia's top-. It is very necessary to do research on consumers so that the advertising team knows how consumers / audiences taste in seeing advertisements.

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