

4. Daftar Pustaka

Buku

Arikunto, Suharsimi. 2005. *Manajemen Penelitian*, edisi revisi. Jakarta: Rineka Cipta.

Arke, Edward T., Primack, Brian A. (2009). "Quantifying media literacy: Development, reliability, and validity of a new measure," *Education Media International* 46(1), 53-65.

Baran, Stanley J. 2006. *Introduction To Mass Communication, Media Literacy and Culture*, fourth edition. New York: McGraw Hill.

Bartholomew, Alice, O'Donohoe, Stephanie. (2003). "Everything under control: A child's eye view of advertising," *Journal of Marketing Management* 19, 433-457.

Lawlor, Margaret-Anne, Prothero, Andrea. (2003). "Children's Understanding of Television Advertising Intent," *Journal of Marketing Management* 19, 411-31. Malmelin, Nando. (2010). "What is advertising literacy:

Exploring the dimensions of advertising literacy," *Journal of Visual Literacy* 29(2), 129-142.
O'Donohoe, Stephanie, Tynan, Caroline. (1998).

"Beyond sophistication: Dimensions of advertising literacy," *International Journal of Advertising* 17(4), 467-482.

Potter, James W. (2004). *Theory of Media Literacy: A Cognitive Approach*. London:Sage.

Primack, Brian A., Gold, Melanie A., Switzer, Galen E., Hobbs, Renee, Land, Stephanie R., Fine, Michael J. (2006). "Development and validation of a smoking media literacy scale for adolescents," *Archives of Pediatrics & Adolescent Medicine* 160, 369-374.

Ritson, Mark, Elliott, Richard. (1995), "Advertising literacy and the social signification of cultural meaning" in *European Advances in Consumer Research Volume 2*, Flemming Hansen (eds.), Provo, UT : Association for Consumer Research, Pages: 113-117.

Schor, Juliet B., Ford, Margaret. (2007). "From tastes great to cool: Children's food marketing and the rise of the symbolic", *Journal of Law, Medicine and Ethics*.

<http://www.guardian.co.uk/education/series/digital-literacy-campaign>