

ISBN : 978-602-6988-16-4

PROCEEDINGS INTERNATIONAL SEMINAR



GOOD GOVERNANCE IN THE POLICY IMPLEMENTATION PROCESS AND PUBLIC COMMUNICATION

Jember, March 30th 2016



Organized By :
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS MUHAMMADIYAH JEMBER
EAST JAVA - INDONESIA
Jl. Karimata 49 Jember, Telp. (0331) 336728

PROCEEDINGS

INTERNATIONAL SEMINAR

GOOD GOVERNANCE

IN THE POLICY IMPLEMENTATION PROCESS

AND PUBLIC COMMUNICATION

Jember, March 30th 2016

SPEAKERS :

1. **Assc. Prof. Dr. Nor Malina Malek, Ph.D.**
(Lecture of Social Science Universiti Sains Malaysia)
2. **Dr. Emy Kholifah, M.Si.**
(Lecture of Social and Political Science Universitas Muhammadiyah Jember)
3. **Dr. Edy Budi Susilo, M.Si**
(Chief of Badan Perencanaan Pembangunan Kabupaten Jember)



Organized By :
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS MUHAMMADIYAH JEMBER
EAST JAVA - INDONESIA
Jl. Karimata 49 Jember, Telp. (0331) 336728

KATA PENGANTAR

Bersyukur kehadiran Allah SWT, atas karuniaNya ketabahan, kesabaran dan kesehatan untuk dapat menyelesaikan amanah menyelesaikan kegiatan Seminar International dan prosiding ini. Tidak lupa kami para editor dan panitia mengucapkan terimakasih atas dukungan pimpinan Fakultas Ilmu Sosial dan Ilmu Politik, Rektor dan seluruh jajaran Universitas Muhammadiyah Jember, baik dukungan sarana-prasarana maupun dukungan moral. Semua itu besar sekali artinya bagi kami untuk mengerjakan tugas-tugas yang lainnya, tidak hanya saat ini, namun juga di masa yang akan datang. Khusus kami ucapkan kepada Keynote Speaker, Ibu dr. Faida, MMR, kepada para Pembicara Utama, **Assc.Prof. Dr. Malina Malek (USM-Pinang Malaysia)**, Dr Emy Kholifah, M.Si dan Dr. Edy Budi Santoso, M.Si yang telah mencurahkan pikiran dan tenaga dalam mengarahkan diskusi tematik yang digelar. Tidak kalah penting, kami juga berterimakasih pada peserta dari Madagaskar dan dari Thailand yang telah memaparkan makalahnya pada kesempatan international seminar ini. **Nurasikeen Chewal (131 M.IT. Kadunung A. Saiburi J. Pattani Thailand) dan RANDRIANAN TENAINA Sobhery Maunpionons Aime (Madagaskar)**, semoga anda berdua menjadi sahabat kami baik secara akademik maupun secara kebangsaan yang saling menguntungkan. Pada akhirnya kami menerima saran dan kritik yang membangun untuk perbaikan aktifitas ini yang akan menjadi aktifitas pada masa yang akan datang. Semoga Allah meridhoi, aamiin...

Jember, 31 Maret 2016

Panitia



Fakultas Ilmu Sosial dan Ilmu Politik
Universitas Muhammadiyah Jember



present

INTERNATIONAL SEMINAR GOOD GOVERNANCE IN THE POLICY IMPLEMENTATION PROCESS AND PUBLIC COMMUNICATION

KEYNOTE SPEAKER : dr. Hj. Faida, MMR (Regent of Jember)

SPEAKERS :

1. Assc. Prof. Dr. Nor Malina Malek, Ph.D. (Dean of Social Science Universiti Sains Malaysia)
2. Dr. Emy Kholifah, M.Si. (Lecture of Social and Political Science Universitas Muhammadiyah Jember)
3. Dr. Edy Budi Susilo, M.Si (Chief of Badan Perencanaan dan Pembangunan Kabupaten Jember).

SUB THEME CALL FOR PAPERS :

1. The development towards the public welfare
2. The planning and implementation of the development policy as efforts the transparency, accountability and participation
3. Public Communication and Development Communication to realize good governance
4. The role of the communications media in disseminating the planning and development results
5. Another sub themes context to good governance

DATE AND VENUE :

Wednesday, March 30, 2016 at 08.00 am
Ahmad Zainuri Auditorium Universitas Muhammadiyah Jember

IMPORTANT : 15 MARET 2016 (The last date of papers receiving)
Articles in English or Indonesian

CONTACT US :

BAHTIAR, S.H, M.Si. (087857967929 / 081331454289)
ARI SUSANTI, S.Sos., M.MedKom. (0813 2502 6264/ari.susanti.2014@gmail.com)

FASILITY :

1. Proceeding ISBN
2. Seminar Kit, sertificate
3. Coffee Break and Lunch

CONTRIBUTION :

1. Presenter IDR 200.000
2. Article Contributor IDR 100.000
3. Participant : FREE

JADUAL DISKUSI TEMATIK

KELAS A	
14.30 – 16.30	Hj. Siti Marwiyah Pentingnya Etika Administrasi Publik Dalam Pemberantasan Korupsi Pada Perilaku Birokrasi Publik
14.30 – 16.30	Sugiyanto Kepemimpinan Wong Agung Wilis Untuk Melawan <i>Vernigde Oostindishche Compagnie</i> (Voc) Di Blambangan Dalam Perspektif Teori Otoritatif Marx Weber
14.30 – 16.30	Lucik, Hadi Naim, Samsudin <i>Analysis of Gender Responsive in Microfinance Institutions for Encouraging The Public Welfare in Jember, Indonesia</i>
14.30 – 16.30	Baktiawan Nusanto Reformasi Birokrasi Sebagai Upaya Peningkatan Layanan Publik Yang Efektif dan Efisien di Indonesia
14.30 – 16.30	Nurasikeen Chewal (Pattani Thailand) Sistem Pemerintahan Di Thailand
14.30 – 16.30	Heriansyah Futra Impelementasi <i>Good Governance</i> dalam Bidang Administrasi Desa, Studi Kasus Dana Desa di Desa Jubung Kabupaten Jember
14.30 – 16.30	Bahtiar Model Pengembangan Kompetensi Aparatur Daerah
14.30 – 16.30	Yani Dahliani Stdy Of Women Income And Beha Vior Economy In Tobacco Warehouse Welcome New Era Good Governence in Jember District. (Kajian Income dan Perilaku Ekonomi Pekerja Wanita digudang Tembakou Menyongsong Era Baru Pemerintahan di kabupaten Jember)
KELAS B	
14.30 – 16.30	RANDRIANAN TENAINA Sobhery Maunpionons Aim (Madagaskar) Pemerintahan di Madagaskar
14.30 – 16.30	Z a i n u r i Tata Kelola Badan Amil Zakat Infak Sedekah (Bazis) Ditinjau Dari Perspektif Ekonomi Kelembagaan : Studi Kasus Di Putukrejo Gondanglegi Malang
14.30 – 16.30	Wilda Rasaili Budaya Politik dan Kualitas Demokrasi dalam Pilkada 2015-2020 (Studi pada Pemilihan Kepala Daerah Serentak Pertama di Indonesia)

14.30 – 16.30	Edhi Siswanto Pemerintahan Yang Baik (<i>Good governance</i>): Peningkatan Kompetensi Birokrasi Sebagai Upaya Efektifitas Pelayanan Publik
14.30 – 16.30	Septina Dwi Rahmawati, S.AP., M.AP <i>Developing Civil Servants Through Personal Mastery as Strategy in Achieving Good Governance</i>
14.30 – 16.30	Arie Wahyu Prananta Kesadaran Kaum Intelektual, Dalam Dialektika Etik Anti Korupsi (Perspektif Teori C. Wright Mills)
14.30 – 16.30	Ria Angin <i>The Good Governance in the Gender and Pro Poor Budgeting (Case Study in Jember District, East Java)</i>
14.30 – 16.30	Sri Praptianingsih, Fauziyah Kesukarelaan Warga Dalam Politik (<i>Political Voluntarism</i>)
KELAS C	
14.30 – 16.30	Hery B. Cahyono Transaksi Masyarakat Dan Media Menuju <i>Good Governance</i>
14.30 – 16.30	Juariyah Peran Humas Pemerintah (<i>Government Public Relations</i>) Menghadapi Era Web 2.0
14.30 – 16.30	Ari Susanti Analisis Semiotika Terhadap Sikap Berharap Juru Parkir Sebagai Representasi Biasanya Pelayanan Prima Pemerintah Kabupaten Jember
14.30 – 16.30	Nikmah Suryandari <i>Woman, Advertising And Consumptive Behavior</i>
14.30 – 16.30	Sudahri Universitas Muhammadiyah Jember Komunikasi Interpersonal Fasilitator Kelurahan Untuk Menumbuhkan Semangat Kerelawanan Dan Keswadayaan Pada Masyarakat Melalui Program Nasional Pemberdayaan Masyarakat Mandiri Perkotaan (Pnpm-Mp) (Studi Pada Tim Fasilitator Di Wilayah Koordinator Kota (Korkot) 23 Pnpm-Mp Di Kabupaten Situbondo, Jawa Timur
14.30 – 16.30	Suyono Komunikasi Interpersonal Bupati Jember Dengan Rakyat Pasca Pilkada Dalam Media Sosial
14.30 – 16.30	Moh. Thamrin Program Pembangunan Kandidat Kepala Daerah Dan Pengaruhnya Terhadap Persepsi Konstituen Dalam Pemenangan Pemilukada

Woman, Advertising and Consumptive Behavior

Nikmah Suryandari

Communication Science, Faculty of Social and Cultural Science

University of Trunojoyo Madura Bangkalan

nikmahsuryandari@gmail.com

Abstract

As consumers, we all are targeted ads that fill almost every time of our lives. Ad indeed have entered all parts of our lives. Women are seen as advertising goals and potential consumers for a variety of products. Ad utilizing psychological aspects of women to make them easily persuaded seduction of advertising. Women are more seen as a set of objects that will be affected. Potential as an advertising medium that is able to read ideological communities and identified as a form of mass communication needs to be given with the aim of persuasive often only be read as a mere seducer. How women, advertising and consumptive behavior?

Keywords: woman, advertising, consumptive

Introduction

As consumers, we all are targeted ads that fill almost every time of our lives. Ad indeed have entered all parts of our lives. From minute to minute, from waking up in the morning until bedtime, advertising always chasing us. Radio and the morning paper, the edges of the edges and intersections, work space and a television at home crammed with advertisements of various products. Perhaps even without us knowing it, we have become a medium of advertising via pen we wear, t-shirts we wear, From the standpoint of a manufacturer as advertisers, advertising is one of the effective media campaign. By advertising is expected to increase the quantity of sales which in itself will boost the company's profits. With those reasons it is natural that the company did not hesitate to spend large amounts of funding for this ad.

On the other hand, society as consumers sometimes feel persuaded by the lure of the benefits, the advantages of a product compared to other products. Consumers lulled engaging ads, demonstrative, even sometimes seem provocative. Lulled consumers to buy products advertised prominently through various media, especially television. The television media does have advantages in terms of audio-visual than other media, so it has a high level of effectiveness. Coupled with the principle ilan always act (*Action*) repeatedly (*Redudance*),

Almost every day we saw the advertisement of products that are always Endeavor to persuade potential customers. with the principle of *redundance* this, consumers will easily remember about a product through *jingles* namely a short song or music that accompanies an advertising message.

Not easy to answer whether advertising can lead to consumer behavior among potential consumers. Ad is basically information about a product. By looking at the definition of the beginning of the ad, in fact in the beginning "only" information about a product, so simple. Information is something that could eliminate uncertainty, in this case is the uncertainty about a products required prospective customers. Without having the information, the consumer will have difficulty in meeting their needs. In the perspective of functionalism, as stated Jorge Reina Schement (Encyclopedia of Communications and Information, Vol.1, 2002), advertising has three main functions:

- Identification function which means the ability to distinguish advertising of a product that has a personality identity compared to other products.
- Function information means of communicating information about a particular product and its various attributes.
- Function persuasion meant to encourage consumers to try new products and convince meeka to use the product again.

However, in the subsequent development, advertising is growing not just info about a product, but it leads to persuasion by various manufacturers promise to prospective customers. Through advertising we entertained at once persuaded to switch to products of a particular brand. If the audience then decides to buy (or reject) the advertised product, actually can not be separated from the ability of advertising persuasion.

Women as Consumers

Shopping is a word often used in everyday life in the context of the economy, both in the corporate world as well as in the household. However, this word has evolved means that as a reflection of lifestyle and leisure in particular economic class society. Shopping also has a special meaning for women.

For producers, women are one of the potential market. This is due to several reasons, among others, women are the regulator of the financial allocation everyday household. In addition, women are usually easily persuaded seduction of advertising, like the bandwagon, unrealistic and likely to extravagant in spending money. From the number of research results there are differences in consumption patterns between women and men. There is also a trait that differs between male in buying behavior. The differences are:

Man	Woman
1. Easily influenced persuasion seller	1. More interested in color and shape, not a technical one and usefulness
2. Often deceived because impatient in selecting the goods	2. Not easily washed persuasion seller
3. Have an unpleasant feeling if not buying anything after entering stores	Enjoys romantic things than objective
4. Less enjoy shopping activities so often rush to make a decision to buy	4. Fast feel the atmosphere stores
	5. Happy to do shopping activities, although only perform activities " <i>Window shopping</i> " or to see it but not buy.

In business apply a provision that describes the rights of the producer / seller and the buyer or consumer. Tert rightsebut called traditional rights (Rhenald Kasali, 1995). As for the traditional rights of the consumer are as follows:

- The right to buy the goods offered to him
- The right to a safe product
- The right to obtain appropriate product previously stated by the manufacturer.

Consumer rights are still undervalued. If we analyze the strength of the social movements, the consumer is a great strength. Unfortunately, although the numbers are big and strong but disorganized. The map of this power, women are the largest consumer group.

Representation of Women in the Media: Have Objective?

As potential prospects, women have a central role in decision-making (buy) the product advertised in the mass media .. The question now is objectively Have women represented in the mass media, especially television. To answer these questions, let us look at the role of television in conveying the representation of women through advertisements. Why through advertising? According to Tony

Schwarz, an observer of gender, ideological advertising has the power to evoke a response that does not realize the community. This opinion is identical with the view of Michel Foucault *The History of Sexuality* who assured readers that the power of discursive gender-strength exist at institutions which have ideological power. In the post-industrial culture, mass media institutions including the ideological bekekuatan. Meanwhile, gender experts believe the key constructs of gender as it appears in the discourse of the mass media including television culture, including advertising. There are other things that are not recognized by the television audience that is global capitalism based on mass consumerism relies heavily on the representation of gender and sexuality unequal for women, and allowed to continue to happen on television. In fact we have been trapped in the various images and myths about gender and seksualitas, and through imagery and myth that we are forced to think and act in line with it such as to change our physical appearance to the image and myth. All that could trigger consumer behavior.

A fact that is difficult to deny that gender is an important variable in influencing consumers. The proof most advertisers targeting women as primary consumer products. In those ads, image formed often associate with the domestic roles of women with frills message that women are synonymous with beautiful appearance and fragrance-scented explicitly aimed enjoyed by men. Gender representation in advertising as it helped contribute to strengthening the public's perception of the division of labor by gender is "natural" and the concept of a beautiful woman. The poor representation of women can be easily found in most advertisements, soap operas, films in Indonesia. Universally, patriarchal worldview still dominates the mass media. This is due to socio-cultural construction which he rested both Western and Eastern media is a product of the society in view patriarkhis still enforced.

Advertisement In Different Perspective

Advertiser perspective

Advertisers are those who have the budget for an advertising campaign to support the marketing program. Advertisers may be private companies,

cooperatives, government, or public whether they are for profit or not to use the media to achieve the company's goals. The measures taken are an investment decision by purchasing a "space" and "time" on a variety of media such as television, radio, newspapers, magazines. Advertisers reach the destination by using the media.

The greatest benefit of advertising is to bring the message to be conveyed by the producer to the consumer. Although it requires a nominal fee that is very large, for advertisers to take advantage of the creativity in the world of advertising, the right advertising strategy can be inexpensive. Advertising costs developing countries are generally considered expensive due to various reasons. A limited range and the low purchasing power of the media in the majority of communities caused advertising costs to be expensive. Nevertheless, the promotion through advertising in the mass media is still considered to be more economical. The economic value of advertising is dependent on a range of media used and the characteristics of the target audience. For producers, advertising is a profitable investment. It may not have a direct impact on profits, but because it is repeated (redundance) to avoid the "break up" with potential consumers, so ads are more invested in the minds of consumers. Ads are also a part of the cost of distribution and the total marketing budget. Pentinnya with the same ad distribution costs, so it is an investment to generate profit.

Media perspective

Advertising is the main income for the institution media, especially private television station. The mass media is synonymous with big capital, the use of technology and advanced technology products (*High tech*) managed with modern management and by trained professionals. Television as a media institution is an industry that must live by the market mechanism. What is meant here is the audience plus market interest advertisers is the advertisers are informing their products to specific audience segments as much as possible and the television is seen as a medium of eligible.

Any TV programs, home *rating*Her height will automatically invite advertisers. Media interest is to sell "space" and "time" in the media for the

benefit of information dissemination products. Sales of media space and time is a source of major live media institutions. In this case there was clear mutualism symbiotic relationship between advertisers and media to provide benefits to the audience as "*Target audience*" they.

Consumer perspective

There are several benefits of advertising to consumers:

- Ad expand alternative for consumers. With the ad, the consumer can find out the range of products which in turn creates their choice.
- Ads generate confidence for consumers. There perumamaan "do not know, it was saying". For example, the ads that are dashing to appear before the public with big size and beautiful certainly cause high confidence that the company is bona fide and product quality.
- Ads make people know, remember and believe.

Besides providing the benefits of advertising also cause negative impacts. Because of the lack of understanding of the marketing function is more long-term marketing raised a lot of abuse with actions that stem from the use of advertising. For example, the ad makes teens start smoking, mothers replace breast milk with formula. Most ads used consumer goods manufacturers and their advertising is emotional, emotional meaning is stimulated consumers to buy. For some specific community groups, advertising can easily stimulate consumption patterns. Without considering purchasing power and financial situation, people will quickly decide to buy goods that may be less or not needed.

Indeed, there are some negative impressions about the ad, as revealed by Sri Urip of PT Unilever (Rhenald Kasali; 1995), namely:

- Ads make people buy things that are not needed. Consumers often buy goods that may be less necessary only because the ad persuaded.
- Ad resulted in goods being expensive. Because it requires funding, there is an assumption that advertising adds to the price, although in some cases the opposite is true. Ads can actually lower the price, for example, which used to be expensive electronic goods, after advertising and mass produced the price drops dramatically.

- A good ad will create a low-quality goods can be sold. It is not appropriate, because so try not quality goods, consumers will not buy it again.
- Ad is a waste. Ad actually add to the competition to produce high quality products effectively.

Consumptive and Consumerism

In the English-Indonesian dictionary contemporary (Peter Salim; 1996) the meaning of consumerism (*Consumerism*) is a way to protect the public by providing them on goods of poor quality, it is not safe to use and so on. While the meaning of the word consumptive (*Consumptive*) is wasteful. Said consumer (as an adjective, the suffix -if) is often synonymous with the word consumerism. In fact the word consumerism refers to everything related to the consumer, the consumer is being more explaining fatherly desire to consume goods that are actually less necessary to excess. Consumptive usually used to refer to the behavior of consumers who take advantage of the value of money is greater than the value of production for goods and services that are not a necessity. For example, people with an income of 500 thousand. He spent 400 thousand to meet basic needs. Remaining 100 thousand used to buy shoes because the shoes work was faulty. In this case the person can not be said to behave consumptive.

In the discourse of social movements, activists Anwar clauses world consumer movement argued that the meaning of the word consumerism is a consumer movement (*Consumer movement*) namely protection movement that questioned the impact of that activity for the consumer market. The consumer movement is to fight for a balanced position between consumers, businesses (manufacturer) and the state. And the people who are working or actively fight for the consumer movement called "consumerists". The meaning of the word is the consumptive behavior of consumers who consume the goods / services in excess, which put the wants rather than needs and there are no priorities. By knowing the two meanings of the word, it should be encouraged consumerism and consumption should be shunned.

Women and Consumptive Culture

Consumer behavior, among others, fueled by advertising. Ads in many respects has made women tend to behave consumptive. Ads also urges that women consuming goods / services not only based on the wishes and needs as well as the price is not rational. Material culture and the lack of a sense of solidarity consumers must be avoided.

In the global arena women's movement female consumers have a strategic role. It is women who played a major role in determining which goods or services are consumed with rational reasons. It is women who can influence the market, which can decide whether to buy or not the goods / services offered.

One important sign of a culture of consumption is the rapid increase in consumer demand, which is associated with certain characteristics. These characteristics is the availability of a large number of goods of various kinds which has steadily increased, the tendency of the increase of exchange possibilities and human interaction with the market; expansion of the shopping to spend leisure time, increase your spending activity forms, their political organizations by and for consumers; consumption growth of sports and leisure activities, the growth areas of purchase and consumption; the growing importance of packaging and promotion in the making, the attack ads in daily life, increased emphasis on style, model and appearance of the goods; manipulation of space and time to promote products, the emergence of a series of crimes consumer. In addition, wishful thinking, aspirations, hopes and feelings to be able to participate in a consumer lifestyle, although can not be realized ditingkatan practices, such as low income, it is also a sign of consumer culture.

Consumer culture many of the criticisms that reveal the implications and negative effects that it carries. Here can be mentioned four examples, *first* there are critics who claim that the irrationality of promoting the culture of consumption, where people buy things based only on desire, not necessity. *Second*, there are critics who claim that a culture of consumption to control the thoughts, actions, and human communication, cause addiction to the goods. *Third* there are critics who claim that a culture of consumption in the "Third World" resulting in "high cost economy". *Fourth* there are critics who say that the culture

of consumption lead to individualization, where life and public affairs individualized.

Advertising presence is often associated with consumer culture. Commercial advertising itself is a mass communication media which aims to persuade potential consumers to buy the products offered. Some studies reveal that there is a relationship between the level of advertising exposure watch or with the onset of stimulation buying interest. The desire to try, replace or have the products, fantasy buyers, properties like snacks to children, like eating fast food, forced to buy a product, chase "*Discount*" products and the emergence of even just based decisions not based on the desire and need for products advertised (inon Beydha and Rusni 2000, the research team of Institute for Research univ.Padjadjaran, 1996, a team of Research Center / Women's Studies Research Institute of the University of Airlangga, 1995)

Conclusion

In the ad most used strategy is to use imaging-imaging that operate in ways that sometimes depends on the intended market segment. Inducements are then worked in human consciousness for a long time to be able to create an impact. Persuasion is successful because it is often in accordance with human needs. Advertising audience or readers, including women, to be influenced by the environment, socio-cultural background, and their subjective factors such as the needs, objectives, expectations, and others participate actively in constructing the meaning of the ad.

Individual attitudes shaped by the information reaches it, meaning that a person's attitude toward the brand or specific product can be formed through advertising. Advertising is a form of non personal communication between the producers and potential consumers are conveyed through the media paid for by sponsors which aims to persuade people to buy the products offered.

With all its attributes, the ultimate goal of advertising is the growing positive attitude towards a particular brand. This attitude will enable new needs or desires of someone with advertising exposure. This attitude makes people feel dissatisfied if the section does not already own. Someone who acts in the form of

a purchase of goods or services may be classed as rational tanpa pertimbangan konsumptive people, and actions are called consumer behavior.

References:

- Amir Piliang, Yasraf. *Sebuah Dunia yang Dilipat*, Bandung: Mizan, 1998
- Bungin, Burhan. *Imaji Media Massa*, Yogyakarta: Jendela, 2001
- Barthes, Roland, 2004, *mitologi*, Kreasi Wacana, Yogyakarta
- Berger, Arthur Asa, 2005, *Tanda-tanda Dalam Kebudayaan Kontemporeer*, Tiara Wacana Yogyakarta
- Fakih, Mansour. *Analisis Gender dan Transformasi Sosial*, cetakan IV, Yogyakarta: Pustaka Pelajar, 1999
- Fiske, John, *Introduction to Communcation Studies* diterjemahkan oleh Iriantara, Yosol, dan Idi Subandy Ibrahim, John Fiske, *Ciltural and Communication Studies, Sebuah Pengantar Paling KOMprehensif*, Jalasutra,
- Fowles, Jib. *Advertising and Popular Culture*, California: Sage Publications, 1996.
- Ibrahim, Idi Subandy ,1998, komodifikasi aura “cewek kece” dan “owok macho” dalam *Industri Kebudayaan Pop dalam Wanita dan Media*, Rosda, Bandung
- Kasali, Rhenald. *Manajemen Periklanan: Konsep dan Aplikasinya di Indonesia*, Pustaka Utama Grafiti, 1995
- Lukmantoro, Triyono, “Martabat Perempuan sebagai Konsumen” dalam yahoo.com (Artikel)
- Moleong, Lexy J. *Metodologi Penelitian Kualitatif*, Bandung: Remaja Rosdakarya, 2002
- Muhammad, Zaki, “Iklan Komersial dan Budaya Konsumtif” , dalam yahoo.com (Artikel)
- Sutopo, Heribertus. *Pengantar Penelitian Kualitatif: Dasar-dasar Teori dan Praktis*, Surakarta: Pusat Penelitian UNS, 2002
- S. Nasution, *Metode Penelitian Kualitatif Naturalistik*, Bandung: Tarsito, 1992, hlm. 38.

Widiastuti, Retno, "*Perempuan Disubordinasi Politik Representasi Media*" dalam yahoo.com (Artikel)

Thamrin Amal Tamagola, *Citra Wanita dalam Iklan*, dalam Idi Subandy Ibrahim dan Hanif Suranto (ed.) *Wanita dan Media*, cetakan I, Bandung: Remaja Rosdakarya, 1998, hlm. 333.

Wolf, Naomi, 2004, *Mitos Kecantikan*, Niagara, Yogyakarta