

## DAFTAR PUSTAKA

- Akindele, D. O. (2011). Linguistic Landscapes as Public Communication: A Study of Public Signage in Gaborone Botswana. *International Journal of Linguistics*, 3(1), 39. <https://doi.org/10.5296/ijl.v3i1.1157>
- Ardani, N., Bagiya, dan Santoso, S. D. (2019). Kajian Fonologi dan Morfologi Poster dalam Mading Universitas Muhammadiyah Purwokero dan Skeneraio Pembelajarannya di Kelas VIII SMP. *Surya Bahtera: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 2(September), 144–156.
- Aristova, N. (2016). Rethinking Cultural Identities in the Context of Globalization: Linguistic Landscape of Kazan, Russia, as an Emerging Global City. *Procedia - Social and Behavioral Sciences*, 236(December 2015), 153–160. <https://doi.org/10.1016/j.sbspro.2016.12.056>
- Backhaus, P. (2006). Multilingualism in Tokyo: A Look into the Linguistic Landscape. *International Journal of Multilingualism*, 3(1), 52–66. <https://doi.org/10.1080/14790710608668385>
- Ben-Rafael, E. (2009). A Sociological Approach to the Study of Linguistic Landscapes. In *Linguistic Landscape Expanding the Scenery* (First publ, pp. 40–54). Routledge Publishers.
- Brown, K. D. (2005). Estonian Schoolscapes and The Marginalization of Regional Identity in Education. *European Education*, 37(3), 78–89. <https://doi.org/10.1080/10564934.2005.11042390>
- Brown, K. D. (2012). The Linguistic Landscape of Educational Spaces: Language Revitalization and Schools in Southeastern Estonia. In D. Gorter et al. (Ed.), *Minority Languages in the Linguistic Landscape* (pp. 281–298). Macmillan Publishers Limited. [https://doi.org/10.1057/9780230360235\\_16](https://doi.org/10.1057/9780230360235_16)
- Brown, K. D. (2017). Shifts and Stability in Schoolscapes: Diachronic Considerations of Southeastern Estonian Schools. *Linguistics and Education*, 44, 12–19. <https://doi.org/10.1016/j.linged.2017.10.007>
- da Silva, A. M. (2017). Exploring the Language Choice of the Non-Commercial Signs in Jakarta. *Indonesian Journal of Applied Linguistics*, 7(2), 467–475. <https://doi.org/10.17509/ijal.v7i2.8355>
- Dressler, R. (2015). Signgeist: Promoting Bilingualism Through The Linguistic Landscape of School Signage. *International Journal of Multilingualism*, 12(1), 128–145. <https://doi.org/10.1080/14790718.2014.912282>
- Dur, B. İ. U. (2014). Reflection of Anatolian Culture in Poster Design. *Procedia - Social and Behavioral Sciences*, 122, 230–235. <https://doi.org/10.1016/j.sbspro.2014.01.1333>
- Edelman, L. (2010). *Linguistic Landscapes in the Netherlands. A Study of*

- Multilingualism in Amsterdam and Friesland*. Universiteit van Amsterdam.
- Emzir. (2015). *Metodologi Penelitian Pendidikan* (Cetakan ke). Rajawali Press.
- Familus. (2016). Teori Belajar Aliran Behavioristik serta Implikasinya dalam Pembelajaran. *Jurnal PPKn & Hukum*, 11(2), 98–115. <https://doi.org/10.1007/s00267-011-9698-0>
- Ferdiyanti, I. N. (2016). *Multilingualisme dalam Lanskap Linguistik di Wilayah Kota Surabaya*. Universitas Airlangga.
- Fuertes-Olivera, P. A., Velasco-Sacristán, M., Arribas-Baño, A., dan Samaniego-Fernández, E. (2001). Persuasion and Advertising English: Metadiscourse in Slogans and Headlines. *Journal of Pragmatics*, 33(8), 1291–1307. [https://doi.org/10.1016/S0378-2166\(01\)80026-6](https://doi.org/10.1016/S0378-2166(01)80026-6)
- Gorter, D. (2006). Linguistic Landscape: A New Approach to Multilingualism. In D. Gorter (Ed.), *Linguistic Landscape: A New Approach to Multilingualism*. Multilingual Matters Ltd. <http://www.multilingual-matters.com>
- Gorter, D. (2017). Article in Press Article in Press. *Linguistics and Education*, 1(1), 1–6. <https://doi.org/http://dx.doi.org/10.1016/j.linged.2017.10.001>
- Gorter, D., dan Cenoz, J. (2015a). Linguistic Landscapes Inside Multilingual Schools. In O. I. B. Spolsky, M. Tannenbaum (Ed.), *Challenges for Language Education and Policy: Making Space for People*. (pp. 151–169). Routledge Publishers.
- Gorter, D., dan Cenoz, J. (2015b). Linguistic Landscapes Inside Multilingual Schools. In *Challenges for Language Education and Policy: Making Space for People* (p. (151–169)). Routledge Publishers.
- Guey, C. C., Cheng, Y. Y., dan Shibata, S. (2010). A Triarchal Instruction Model: Integration of Principles from Behaviorism, Cognitivism, and Humanism. *Procedia - Social and Behavioral Sciences*, 9, 105–118. <https://doi.org/10.1016/j.sbspro.2010.12.122>
- Halliday M.A.K., dan Martin, J. R. (1993). Writing Science: Literacy and Discursive Power. In A. Luke (Ed.), *Writing Science* (Vol. 53, Issue 9). The Falmer Press.
- Halliday M.A.K, dan Matthiessen M.I.M. (2014). *An Introduction to Functional Grammar* (Issue December). Hodder Arnold.
- Hewitt-Bradshaw, I. (2014). Linguistic Landscape as a Language Learning and Literacy Resource in Caribbean Creole. *Caribbean Curriculum*, 22(July), 157–173.
- Huebner, T. (2006). Bangkok's Linguistic Landscapes: Environmental Print, Codemixing and Language Change. *Linguistic Landscape: A New Approach to Multilingualism*, November 2012, 31–51. <https://doi.org/10.21832/9781853599170-003>

- Khoirunnisa, L. (2017). Hubungan antara Kebiasaan Membaca Asmaul Husna dengan Kecerdasan Emosional Siswa Kelas XI MA Nurul Ummah Yogyakarta. *Jurnal Pendidikan Agama Islam*, XIV(1), 51–68.
- Kohli, C., Leuthesser, L., dan Suri, R. (2007). Got Slogan? Guidelines for Creating Effective Slogans. *Business Horizons*, 50(5), 415–422. <https://doi.org/10.1016/j.bushor.2007.05.002>
- Kosasih. (2017). *Bahasa Indonesia SMP/MTs Kelas VIII* (T. M. Rapi, D. Purnanto, dan L. Muliastuti (eds.); Revisi 201). Kementerian Pendidikan dan Kebudayaan.
- Kotler, P. (2002). Marketing Management , Millenium Edition. In *Marketing Management* (Tenth Edit). Pearson Custom Publishing. [https://doi.org/10.1016/0024-6301\(90\)90145-T](https://doi.org/10.1016/0024-6301(90)90145-T)
- Kwak, L., Kremers, S. P. J., van Baak, M. A., dan Brug, J. (2007). A Poster-based Intervention to Promote Stair Use in Blue- and White-collar Worksites. *Preventive Medicine*, 45(2–3), 177–181. <https://doi.org/10.1016/j.ypmed.2007.05.005>
- Laihonen, P., dan Tódor, E. M. (2017). The Changing Schoolscape in a Szekler Village in Romania: Signs of Diversity in Rehungarization. *International Journal of Bilingual Education and Bilingualism*, 20(3), 362–379. <https://doi.org/10.1080/13670050.2015.1051943>
- Landry, R., dan Bourhis, R. Y. (1997). Linguistic Landscape and Ethnolinguistic Vitality: An Empirical Study. *Journal of Language and Social Psychology*, 16(1), 23–49. <https://doi.org/10.1177/0261927X970161002>
- Layalia, A. R., dan Meira, E. (2020). Evaluasi Program Edukasi dengan Video dan Poster Terhadap Perilaku Masyarakat dalam Menghadapi COVID-19 (Preliminary Study). *Journal of Holistic Nursing and Health Science*, 3(1), 9–16. <https://ejournal2.undip.ac.id/index.php/hnhs>
- Listina, O., Solikhati, D. I. K., dan Fatmah, I. S. (2020). Edukasi Corona Virus Disease 19 (Covid-19) Melalui Penyebaran Poster Kepada Masyarakat Kecamatan Slawi Kabupaten Tegal. *JABI: Jurnal Abdimas Bhakti Indonesia*, 1(2), 10–10. <http://ojs.stikesbhamadaslawi.ac.id/index.php/JABI/article/view/210>
- M. Weigold, C. A. W. A. (2010). *Contemporary Advertising and Integrated Marketing Communications* (thirteenth). McGraw-Hill/Irwin.
- Magno, J. M. (2017). Linguistic landscape in Cebu City Higher Education Offering Communication Programs. *Asia Pacific Journal of Multidisciplinary Research*, 5(1), 94–103. [www.apjmr.com](http://www.apjmr.com)
- Martin, J. R. (2009). Genre and Language Learning: A Social Semiotic Perspective. *Linguistics and Education*, 20(1), 10–21. <https://doi.org/10.1016/j.linged.2009.01.003>



- Martin, J. R. (1992). Genre and Literacy-Modeling Context in Educational Linguistics. *Annual Review of Applied Linguistics*, 16(3), 398. <https://doi.org/10.2307/3586639>
- Mayring, P. (2000). Qualitative Content Analysis. In *Forum Qualitative Social Research* (Vol. 1, Issue June).
- Mendoza, P. J. E. V. (2011). Integrational Linguistics and The Behavioral Sciences. *Language Sciences*, 33(4), 584–592. <https://doi.org/10.1016/j.langsci.2011.04.030>
- Muth, S., dan Wolf, F. (2009). The Linguistic Landscapes of Chişinău: Forms and Functions of Urban Public Verbal Signs in a Post-Soviet Setting. *Lancaster University Postgraduate Conference in Linguistics and Language Teaching*, 4, 1–21.
- Nahar, N. I. (2016). Penerapan Teori Belajar Behavioristik dalam Proses Pembelajaran. *Nusantara (Jurnal Ilmu Pengetahuan Sosial)*, 1, 64–74. <https://doi.org/10.1111/j.1365-2141.1992.tb08137.x>
- Kemdikbud, (2018). <https://doi.org/10.1017/CBO9781107415324.004>
- Pike, S. (2004). Destination Brand Positioning Slogans - Towards the Development of Set of Accountability Criteria. *Acta Turistica*, 16(2), 102–124. <http://eprints.uanl.mx/5481/1/1020149995.PDF>
- Planken, B., Meurs, F. van, dan Radlinska, A. (2010). The Effects of The Use of English in Polish Product Advertisements: Implications for English for Business Purposes. *English for Specific Purposes*, 29(4), 225–242. <https://doi.org/10.1016/j.esp.2010.06.003>
- Rowland, L. (2013). The Pedagogical Benefits of a Linguistic Landscape Project in Japan. *International Journal of Bilingual Education and Bilingualism*, 16(4), 494–505. <https://doi.org/10.1080/13670050.2012.708319>
- Rusnaningtyas, E. (2019). Multilingualism and Mobility: Defining Borders within Surabaya City through the Linguistic Cityscape. In T. dkk. Kerr (Ed.), *Urban Studies: Border and Mobility* (pp. 145–150). Routledge Publishers. [www.crcpress.com](http://www.crcpress.com)
- Santoso, R. (2003). *Semiotika Sosial* (Edisi Pert). Pustaka Eureka dan JP Press.
- Sayer, P. (2009a). Using the linguistic landscape as a pedagogical resource. *ELT Journal*, 64(2), 143–154. <https://doi.org/10.1093/elt/ccp051>
- Sayer, P. (2009b). Using the Linguistic Landscape as a Pedagogical Resource. *ELT Journal*, 64(2), 143–154. <https://doi.org/10.1093/elt/ccp051>
- Scarvaglieri, C. (2017). ‘Educational Landscaping’: a Method for Raising Awareness about Language and Communication. *Language Awareness*, 26(4), 325–342. <https://doi.org/10.1080/09658416.2017.1411358>

- Schultz, dan Tannenbaum. (1996). *Essentials of Advertising Strategy*. NTC Publishing Group.
- Shohamy, E., dan Gorter, D. (2009). *Linguistic Landscape Expanding The Scenery* (Roudledge (ed.)).
- Silalahi, T. S. (2020). The Tricking of Advertisers (Critical Pragmatic Analysis). *BAHTERA: Jurnal Pendidikan Bahasa Dan Sastra*, 28(2), 1–43. <http://journal.unj.ac.id/unj/index.php/bahtera/>
- Sperber, D., dan Wilson, D. (1995). *Relevance Communication & Cognition* (Second Edi). Blackwell.
- Sudarwati dan Grace. (2016). *Pathway To English* (Edisi Revi). Erlangga.
- Szabó, T. P. (2015). The Management of Diversity in Schoolscapes: An analysis of Hungarian Practices. *Apples - Journal of Applied Language Studies*, 9(1), 23–51. <https://doi.org/10.17011/apples/2015090102>
- Tugiati, T., dan Kuntoro. (2019). Teks Iklan Naratif (Analisis: Isi, Struktur, Butir Kebahasaan, dan Implikasi dalam Pembelajaran Bahasa Indonesia Kelas VIII SMP. *Hasil Penelitian Dan Pengabdian Pada Masyarakat IV Tahun 2019*, 342–350.
- Umar. (2018). Analisis Konstruktif Teori Belajar Behaviorisme dalam Proses Pembelajaran di Sekolah. *EL-Muhbib: Jurnal Pemikiran Dan Penelitian Pendidikan Dasar*, 2(1), 41–51.
- Ungu, N. K. (2020). The Internalization of Asmaul Husna Values through the Development of “Authentic Reading Materials” as an Effort to Build Religious Characters. *Globish (An English-Indonesian Journal for English, Education and Culture)*, 9(2), 52–59. <https://doi.org/http://dx.doi.org/10.31000/globish.v7i2>
- Uttal, W. R. (1993). Toward A New Behaviorism. *Advances in Psychology*, 99, 3–42. [https://doi.org/10.1016/S0166-4115\(08\)62768-5](https://doi.org/10.1016/S0166-4115(08)62768-5)
- Wiratno, T. (2018). *Pengantar Ringkas Linguistik Sistemik Fungsional* (Agustus 20). Pustaka Pelajar.
- Maulidina Y.R. dan Turistiani, T. M. (2018). Pengembangan LKPD Menggunakan Model Pembelajaran Langsung (Direct Instruction) untuk Materi Teks Iklan, Slogan, dan Poster Kelas VIII. *Bapala*, 5(2), 1–10.
- Yavari, S. (2012). Linguistic Landscape and Language Policies: A Comparative Study of Linköping University and ETH Zürich. In *Linguistic landscape* (Issue July). Linköping University Department.
- Yuniati. (2019). Meningkatkan Hasil Belajar Bahasa Indonesia pada Pokok Bahasan Iklan, Slogan, dan poster melalui Model Group Investigation Siswa Kelas VIII 2 SMP Negeri 1 Bangko Tahun Pelajaran 2016/2017. *Serambi PTK*, VII(September), 124–133.