

REFERENCES

- Astria, Melia Yunia 2009, *The Construction of Woman's Image from Elle Magazine Perfume and Make-up Advertisement*. Jakarta. Universitas Indonesia.
- Aren, Broove. 1986. *Contemporary Advertising 2nd Edition*. USA: Richard D. Irwin. Inc.
- Bailey J. M., Bechtold, K. T., & Berenbaum, S. A. (2002). *Who Are Tomboys and Why Should We Study Them?* Arch Sex Behav. 31(4):333-41.
- Barthes, R 2007, *Membedah Mitos-mitos Budaya Massa: Semiotika atau Sosiologi Tanda. Simbol dan Representasi (Penerjemah: Ikramullah Mahyuddin)*. Yogyakarta: Jalasutra
- Berger, A 2005, *Media Analysis Techniques 3rd Edition*. Callifornia. Sage Publications.
- Boyle, R. & Haynes, R. (2009). *Power Play: Sport, the Media and Popular Culture*. Edinburgh: Edinburgh University Press.
- Brannon, L., (2016). *Gender: Psychological Perspectives*. London: Pearson Education.
- Butler, J. (2008). *Gender Trouble: Feminism and the Subversion of Identity*. London: Routledge.
- Cason, HN, *Teknik Menyusun Iklan*, Magic Center Jakarta.

- Charlebois, J. (2012). *The Construction of Masculinities and Femininities in Beverly Hills*. Lanham: University Press of America.
- Chandler, Daniel 2002, *Semiotics: The Basics*. USA and Canada Routledge.
- Cirlot, J.E 2001, *A Dictionary of Symbols; second edition*. London, Routledge.
- Connel, R. W. (2002). *Gender*. Cambridge, UK: Polity Press.
- Connel, R. W. & Eide, I. (2000). *Male Roles, Maculinities and Violence: A Culture of Peace Perspective*. Paris: UNESCO Publishing.
- Diamond, M. (2002). *Sex and Gender are Different: Sexual Identity and Gender Identity are Different*. Clinical Child Psychology & Psychiatry 7(3):320-334.
- Eco, Umberto 2011, *Teori Semiotika*. Bantul: Kreasi Wacana.
- Gardiner, J. (2004). *Men, Masculinities, and Feminist Theory*. In S. Kimmel, J. Hearn, & R.W. Connell, *Handbook of Studies on Men & Maculinities* (pp. 33-50). London: SAGE Publications.
- Gladstein, M. & Sciabarra, C. (2007). *Feminist Interpretations of Ayn Rand*. Pennsylvania: Pennsylvania State University Press.
- Halberstam, J. (1998), *Female Masculinity Theory*. London: Duke University Press.
- Holm, A. (2013). “*Her one regret was that she was a girl*”: Female Masculinity in Bryher’s Development and Two Selves. University of Tampere.
- Jefkins, Frank 1997, *Periklanan. Edisi III*. Terjemahan: Haris Munandar.
- Kasali, Rhenald 2007, *Management Periklanan*. Pustaka Grafiti Utama. Jakarta.

Kilbourne, Jean 1995, “*Beauty and the Beast Advertising*” dalam *Gneder, Race, and Class in Media: a Text Reader*, edited by Gail Dines dan Jean M. Humez. London: Sage Publication.

McKay, M.M. & Sabo, D. (2000). *Masculinities, gender relations, and sports*. London: SAGE Publications.

Pachrunisya, Indah 2014, “*Masculinity Female Characters in Novel CEWEK*” by Esti Kinasih (2005).

Sialahi, Aster 2005, *Persepsi Khalayak Perempuan Terhadap Iklan Sabun Kecantikan*. Jakarta, Universitas Indonesia.

Sobur, Alex 2001, *Analisis Teks Media; Suatu Pengantar untuk Analisis wacana, Analisis Semiotik, dan Analisis Freming*. Bandung: Remaja Rosda Karya.

Katherine Firth, Ping Shaw, Hong Cheng 2005, *Analyzes the Content of Advertisement from Asian Women's Magazines especially Instyle Magazine and Cosmopolitan Magazine*. Singapore: Journal of Communication.

<http://staff.uny.ac.id/sites/default/files/diktat%20dkv.pdf>

http://faculty.washington.edu/pembina/all_articles/Hall1997.pdf

<http://www.meriam-webster.com/>

<http://www.oxford-dictionary.com/>