

## References

Ciarlo, David. *Advertising Empire Race and Visual Culture in Imperial Germany*. Cambridge, Mass.: Harvard UP, 2011. E-book.

Clay, Daniel, Vivian L. Vignoles, and Helga Dittmar. "Body Image and Self-Esteem Among Adolescent Girls: Testing the Influence of Sociocultural Factors." *Journal of Research on Adolescence* 15.4 (2005): 451-477. Print.

Edward, Tracy. *Your Favorite Color Has A Meaning*. USA: Lulu Enterprises, 2011. E-book

Eggs, Suzanne. *An Introduction to Systemic Functional Grammar*. 2<sup>nd</sup> ed. New York, 2004. E-Book

Frith, Katherine, Ping Shaw, and Hong Cheng. "The Construction of Beauty : A Cross Cultural Analysis: A Women's Magazine Advertising." (2005). Print.

Halliday, M.A.K and and Christian Matthiesen. *An Introduction to Functional Grammar*. 3<sup>rd</sup> ed. USA: Oxford University Press. 2004. E-book

Harrison, Claire. "Visual Social Semiotics : Understanding How Still Image Makes Meaning." 50.1 (2003): 46-60. Print.

Jefkins, Frank. *Periklanan Edisi III*. Terjemahan Haris Munandar, 1997. E-book.

Khasali, Rhenald. *Manajemen Periklanan*. Jakarta : Pustaka Utama Grafiti, 2007. E-book.

Kotler, Philip, and Gary Amstrong. *Principles of Marketing*. 14th ed. Prentice Hall, 2011. E-book.

Leeuwen, Theo. *Introducing Social Semiotics*. New York: Routledge, 2005. E-book.

Lim, Weng Marc and Ding Hooi Ting. "The Construction of Beauty in Malay Magazine Advertisement". 7.3 (2011): 173-196. Print

Lury, Celia. *Consumer Culture* . Cambridge : Polity Press, 1996. E-book.

Mbure, Wanjiru. "Beauty Through the Eyes of Cosmetics: The Construction of Beautiful Faces Through Cosmetic Advertising in Black Magazines" *Paper presented at the annual meeting of the International Communication Association, Marriott, Chicago, IL, May 20, 2009* <Not Available>. 2014-11-29<[http://citation.allacademic.com/meta/p299973\\_index.html](http://citation.allacademic.com/meta/p299973_index.html)>

Najafian, Maryam and Saeed Ketabi. "Advertising social semiotic representation : A critical Approach". *International Journal of Industrial Marketing* 1. 1 (2011). Print.

Olivia, Femi. *Be a Diva: Atraktif*. Jakarta: Gramedia. 2010. E-book.

Rik Pieters, et.al .2010. "The Stopping Power of Advertising: Measures and Effects of Visual Complexity". *Journal of Marketing*: September 2010, Vol. 74, No. 5, pp. 48-60.

Shimp, Terence & J. Craig Andrews. *Advertising Promotion and Other Aspects of Integrated Marketing Communication 9<sup>th</sup> edition*. United States of America. 2013.E-book.

Souisa ,Vallesca. *The Beauty of You*. Jakarta: Bukune, 2011. E-book

Straubhaar, Joseph, Robert aRose, Lucinda Davenport. *Media Now: Understanding Media, Culture, and Technology*. United States of America, 2015. E-book

Sunardi, st. *Semiotika Negativa*. Yogyakarta: Buku Baik, 2004. E-book.

Sutton, Denise H.*Globalizing ideal beauty : how female copywriters of the J. Walter Thompson advertising agency redefined beauty for the twentieth century*. New York : Palgrave Macmillan, 2009. E-book

Tilaar, Martha & Herliany, Dorothea Rosa. *Kecantikan perempuan Timur*. Magelang: Indonesia Tera, 1999. E-book

Trehan , Mukesh & Trehan , Ranju.. *Advertising and Sales Management*. New Delhi : V.K. (India) Enterprises, 2009. E-book

Result/top\_brand\_index\_2014

<http://www.tempo.co/read/news/2015/01/12/110634406/Tren-Make-Up-2015-Bibir-Tiga-Dimensi>

<http://www.revlon.com/products/lips>

<http://www.medialit.org/reading-room/beautyand-beast-advertising>

<http://wolipop.detik.com/read/2014/11/04/073707/2737997/234/bibir-3-dimensi-jadi-salah-satu-tren-make-up-di-2015-seperti-apa> Accessed : 5 may 2015 . 03.57

<http://french.chass.utoronto.ca/as-sa/ASSA-No16/Article1en.html> Accessed: 5 May 2015. 06.20

<http://www.journal.unair.ac.id/filerPDF/Tinjauan%20Teoritik%20tentang%20Semiotik.pdf>  
Accessed 5 May 2015 . 07.37

<https://www.academia.edu/9754231/semiotika> Accessed 5 May 2015 . 08.07

<http://jaririndu.blogspot.com/2011/11/teori-semiotik-menurut-para-ahli.html> Accessed 5 May 2015 . 09.36

<https://sastradaerahunhas.wordpress.com/2008/02/21/semiotika-dan-linguistik-oleh-gusnawaty/>  
Accessed 5 May 2015. 11.02

[http://www.aceshowbiz.com/celebrity/halle\\_berry/awards.html](http://www.aceshowbiz.com/celebrity/halle_berry/awards.html) Accessed 29 May 2015. 11.09

<http://www.imdb.com/name/nm0000932/awards?mode=desktop> Accessed 29 May 2015. 11. 15

<http://www.imdb.com/name/nm1297015/awards?mode=desktop> Accessed 29 May 2015. 11. 23

<http://www.revlon.com/behind-the-color/ambassadors/emma-stone> Accessed 29 May 2015.11.30

<http://www.revlon.com/behind-the-color/ambassadors/halle-berry> Accessed 29 May 2015. 11.36

<http://www.revlon.com/behind-the-color/ambassadors/olivia-wilde> Accessed 29 May 2015. 11.37

<http://money.usnews.com/money/blogs/my-money/2012/01/30/drugstoe-vs-designer-makeup-is-sephora-really-worth-your-buck> Accessed 14 June 2015. 22.05

<http://www.theartofseducingoutoffullness.com/> Accessed 14 June 2015. 23.18

<http://www.nobleworld.biz/images/Ryan3.pdf> Accessed 14 June 2015. 23.47

<http://www.seductionscience.com/2011/8-nonverbal-body-language-cues-that-create-instant-attraction/> Accessed 14 June 2015. 23.50

[http://westsidetoastmasters.com/resources/book\\_of\\_body\\_language/chap15.html](http://westsidetoastmasters.com/resources/book_of_body_language/chap15.html) Accessed 14 June 2015. 23.57

<http://www.popsugar.com/beauty/What-Red-Lipstick-Means-Men-Other-Relationshipy-Thoughts-Makeup-2775386> Accessed 15 June 2015. 00.02

<http://www.dailymail.co.uk/femail/article-2397116/Red-revealed-sexiest-lipstick-colour.html>  
Accessed 15 June 2015. 00.32

<http://www.jmedwardsjewelry.com/womens-jewelry/what-do-your-earrings-say-about-you/>  
Accessed 18 June 2015. 15.38

<http://www.bustle.com/articles/79254-what-your-favorite-pair-of-earrings-says-about-your-personality-because-we-choose-accessories-for-a> Accessed 18 June 2015. 15.39

<http://www.livestrong.com/article/393150-vitamins-minerals-that-treat-chapped-lips/> Accessed 20 June 2015. 17.39

<https://allimakeupreviews.wordpress.com/2013/08/31/ultimate-mac-lipstick-dupe-list-almost-all-colors/> Accessed 21 June 2015. 15.36

<http://www.bustle.com/articles/17962-how-to-choose-the-best-lipstick-for-your-skin-tone>  
Accessed 21 June 2015. 17.27.

.

<http://www.rtv.co.id/read/family/615/ladies-ini-bahaya-lipstick-matte-untuk-kesehatan-bibir->  
Accessed 22 June 2015. 08.45

<http://www.businesswire.com/news/home/20110810005358/en/Emma-Stone-Olivia-Wilde-Join-Revlon-Global#.VYkqeTSUdRx> Accessed 23 June 2015. 15.34

[https://www.purdue.edu/hhs/psy/about/directory/faculty/documents/Berndt\\_influences\\_of\\_friends\\_and\\_friendships\\_myths\\_truths\\_and\\_research\\_recommendations.pdf](https://www.purdue.edu/hhs/psy/about/directory/faculty/documents/Berndt_influences_of_friends_and_friendships_myths_truths_and_research_recommendations.pdf) Accessed 24 June 2015.  
05.00

<http://www.whats-your-sign.com/flowers-and-meanings.html> Accessed 24 June 2015. 09.00