

REFERENCES

- Abdel-Khalek, A. M. (2017). INTRODUCTION TO THE PSYCHOLOGY OF SELF-ESTEEM . *ResearchGate*.
- Bourn, J. (2010, December). *Color Meaning: Meaning of The Color Grey*. Retrieved from Bourn Creative: <https://www.bourncreative.com/meaning-of-the-color-grey/>
- Bustam, M. R. (2011). Muhammad Rayhan Bustam, S.S. *Jurnal Ilmu Sastra Vol. 6 No.1*.
- Cherry, K. (2019, September 28). *Understanding Body Language and Facial Expressions*. Retrieved from Very Well Mind: <https://www.verywellmind.com/understand-body-language-and-facial-expressions-4147228>
- Cherry, K. (2020, January). *The Color Psychology of White*. Retrieved from Very Well Mind: <https://www.verywellmind.com/color-psychology-white-2795822>
- Cuncic, A. (2019, June 30). *10 Ways to Have More Confident Body Language*. Retrieved from Very Well Mind: <https://www.verywellmind.com/ten-ways-to-have-more-confident-body-language-3024855>
- Frolova, S. (2014). THE ROLE OF ADVERTISING IN PROMOTING A PRODUCT.
- Gauntlett, D. (2008). Media, gender, and identity: An introduction: 2nd edition. *ResearchGate*.
- Glass, G. V. (1984). *Statistical Methods in Education and Psychology*, 2nd Edition.
- Gupta, R. (2012). *Advertising Principles and Practice: With 17 Recent Indian Case Studies*. S. Chand & Company.
- Halliday, M. (1985). *An Introduction to Functional Grammar*. Great Britain: Arnold, a member of the Hodder Headline Group.
- Haratyan, F. (2011). Halliday's SFL and Social Meaning . *IACSIT Press*.

- Harrison, C. (2003). Visual Social Semiotics: Understanding How Still Images Make Meaning. *Technical Communication*.
- Hojung Lee, H. O. (2018). The Effects of Self-Esteem on Makeup Involvement. *Archives of Design Research*.
- James, W. (1955). *The Principles of Psychology*. Chicago.
- Kim, D. (2013). A study on Female Teenagers' Makeup Interest, Behavior in Makeup and Satisfaction from Makeup.
- Krathwohl, D. (1993). Methods of Educational and Social Science Research: An Integrated Approach. *Scientific Research*.
- Kuntjara, E. H. (2001). BEAUTY AND THE BEAST: IMAGES OF WOMEN IN ADVERTISEMENTS. *Journal Desain Komunikasi Visual*.
- Leary, M. (2018, April 14). *Openness: The Big Five Personality Types Explained*. Retrieved from The Great Courses Daily: <https://www.thegreatcoursesdaily.com/openness-big-five-personality-types-explained/>
- Leeuwen, G. K. (2006). *Reading Images; The Grammar of Visual Design. - 2nd ed.* USA: Routledge.
- Leeuwen, T. V. (1947). *Introducing Social Semiotics*. USA: Routledge.
- Moon, H. &. (2003). A Study of The Self-Esteem, Degree of Appearance Concern, Clothing Attitude and Makeup. *Journal of the Korean Society of Costume*, 53.
- Nelson, J. (2018, July 29). *A List of Emotions and Facial Expressions*. Retrieved from Thought Catalog: <https://thoughtcatalog.com/january-nelson/2018/06/list-of-emotions/>
- O'HALLORAN, K. L. (2008). Systemic functional-multimodal discourse analysis (SF-MDA): constructing ideational meaning using language and visual imagery. *ResearchGate*.
- Rosenberg, M. (1965). *Society and the Adolescent Self-Image*.
- Ruchi, G. (2012). *Advertising Principle and Practice: With 17 Recent Indian Case Studies*. New Delhi: S. Chand Publisher.

Sandage, C. &. (1967). *Advertising Theory and Practice*.

Stoian, C. (2015). Analysing Images: A Social Semiotic Perspective. *Research Gate*.

Sugiharti, D. R. (2018). Beauty Construction on Pond's White Beauty Gita Gutawa Version: Semiotic Analysis of Advertisement. *Atlantis Press*.

V, D. S. (2013). A study on the Influence and Impact of Advertising to Consumer. *IOSR Journal of Research & Method in Education (IOSR-JRME)*.

Wabner, S. (n.d.). *Body Language and Social Dynamics*. Retrieved from Sonamics: <http://sonamics.com/en/the-recliner-4/>

