

BIBLIOGRAPHY

- Budiman, Kris. 2005. *Ikonitas: Semiotika Sastra dan Seni Visual*. Yogyakarta: Penerbit Buku Baik.
- Chandler, Daniel. 2002. *Semiotics: The Basics*. New York: Routledge.
(2nd ed). 2007. *Semiotics: The Basics*. New York: Routledge.
- Guiraud, Pierre. 1978. *Semiology*. New York: Routledge.
- Nöth, Winfried. 1990. *Handbook of Semiotics*. United States of America: Indiana University Press.
- Nugroho, Candra Bagus. 2008. *A Semiotic Study on the Islamic CD's Cover. Semiotics Approach*. Unpublished Research Paper. Surakarta: Muhammadiyah University of Surakarta
- Nunan, David. 1993. *Introducing Discourse Analysis*. London: Penguin English.
- Pilliang, Yasraf Amir. 2003. *Hipersemiotika Tafsir Cultural Studies Atas Matinya Makna*. Yogyakarta: Jalasutra.
- Safariyani, Azlina. 2004. *Dominant Ideology in Watch advertisement Posters*. Unpublished Research Paper. Surakarta: Muhammadiyah University of Surakarta.
- Sobur, Alex. 2004. *Semiotika Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Thellefsen, L. T., Andersen, C., Sørensen, B., & Danesi, M. (2008). "A Semiotic Note on Branding". *Cybernetics & Human Knowing*, 14(4), 59-69
http://vbn.aau.dk/files/14102924/christian_andersen_a_semiotic_note.pdf.
(accessed 14 June 2016)
- Nee, Carissa Mirasol. 2011. "What Makes a Presidential Campaign Logo Effective: Best Practices and a Semiotic Analysis of the Logos of Barack Obama, George W. Bush and John McCain". (Online).
<https://www.american.edu/soc/communication/.../Carissa-Nee.pdf>.
(accessed 14 June 2016)
- Tsotra, Danai. et al. (2004). "Marketing on the Internet: A Semiotic Analysis". Proceedings of the Tenth Americas Conference on Information Systems, New York, New York, August 2004. pp. 526. (Online).
http://www.umsl.edu/~jansnm/myarticles/D_SIGPHL02-1364.pdf.
(accessed 14 June 2016)

Cowin, Erika. 2011. "*The Evolution Of U.S. Corporate Logos A Semiotic Analysis*". *Electronic Theses and Dissertations*. Paper 2025. University of Central Florida. (Online).

http://etd.fcla.edu/CF/CFE0003597/Cowin_Erica_M_201105_MA.pdf.(accessed 14 June 2016)

Biricik, Aslı. (2006). "*The Role of Logo Design in Creating Brand Emotion: A Semiotic Comparison of the Apple and Ibm Logos*". İzmir Institute Of Technology. (Online).

<http://library.iyte.edu.tr/tezler/master/endustriurunleritasarimi/T000560.pdf>. (accessed 14 June 2016)