



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

- Barker, C. (2003). *Cultural studies: Theory and practice*. Estados Unidos: Sage Publications.
- Bordwell, D., Thompson, K., & Smith, J. (2016). *Film art: An introduction*. New York, NY: McGraw-Hill Education.
- Dancyger, K. (2006). *The directors idea: The path to great directing*. New York: Focal Press.
- DiZazzo, R. (2003). *Corporate media production*. Burlington: Routledge.
- Dye, L. (2009). Consuming constructions: A critique of Dove's campaign for real beauty. *Canadian Journal of Media Studies*, 5(1), 114.
- Fernández-Ballesteros, R. (2008). *Active aging the contribution of psychology*. Cambridge, MA: Hogrefe.
- Gibbs, J. (2002). *Mise-en-scène: Film style and interpretation*. London: Wallflower.
- Gordon, M. (Producer), & Bont, J. D. (Director). (1994). *Speed* [Motion Picture]. United States: Mark Gordon Production.
- Hitchcock, A. (Producer), & Hitchcock, A. (Director). (1958). *Vertigo* [Motion Picture]. United States: Alfred J. Hitchcock Production.
- Lachover, E., & Brandes, S. B. (2009). A beautiful campaign? *Feminist Media Studies*, 9(3), 301-316. doi:10.1080/14680770903068266
- Lupitawina, S., & Mediarta, A. (2015). Film pendek dalam budaya populer: Studi kasus atas film pendek iklan di Indonesia 2012 - 2015. *ULTIMART Jurnal Komunikasi Visual*, 8(2), 24-34. doi:10.31937/ultimart.v8i2.465

- Mackay, A. (2004). *Practice of advertising*. Burlington, MA: Routledge.
- Maher, J. K., Hu, M. Y., & Kolbe, R. H. (2006). Children's recall of television ad elements: an examination of audiovisual effects. *Journal of Advertising*, 35(1), 23-33. doi: 10.2753/joa0091-3367350102
- Marshall, P. (2013). The psychology of movement and blocking a film scene. Retrieved from <https://www.raindance.org/the-psychology-of-movement-and-blocking-a-film-scene/>
- Martin, A. (2014). *Mise en scène and film style: From classical Hollywood to new media art*. Basingstoke: Palgrave Macmillan.
- Millerson, G., & Owens J. (2008). *Video production handbook*. Burlington, MA: Focal Press.
- Proferes, N. T. (2008). *Film directing fundamentals: See your film before shooting*. Burlington, MA: Focal Press.
- Rabiger, M. (2007). *Directing: film techniques and aesthetics*. Waltham, MA: Focal Press.
- Richter, T. (2007). *The 30-second storyteller: The art and business of directing commercials*. Boston, MA: Thomson Course Technology.
- Rizzo, M. (2005). *The art direction handbook for film*. Burlington, MA: Focal Press.
- Schenk, S., & Long, B. (2011). *The digital filmmaking handbook*. Los Angeles, CA: Foreign Films Publishing.
- Steel, J. (1998). *Truth, lies, and advertising: The art of account planning*. New York: Wiley & Sons.

Sweetow, S. (2011). *Corporate video production: Beyond the board room (and out of the bored room)*. New York: Routledge.

Vickery, D. M., Matson, L., & Vickery, C. (2012). *Live young, think young, be young: . . .at any age*. Boulder, CO: Bull Publishing Company.

