



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

- Bowdery, R. (2008). *Basics Advertising: Copywriting: The Creative Process of Writing Text for Advertisements or Publicity Material*. New York: Avva Publishing.
- Horberry, R. (2009). *Briliant Copywriting: How To Craft The Most Interesting and Effective Copy Imaginable*. Edinburg Gate: Pearson Educated Limited.
- Shaw, M. (2012). *Copywriting: Succesful Writing for Design, Advertising, and Marketing: Second Edition*. London: Laurence King Publishing Ltd.
- Sugarman, J. (2007). *The Adweek Copywriting Handboook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*. New Jersey: John Wiley & Sons, Inc.