

DAFTAR PUSTAKA

Buku dan Bab Buku

- Arikunto, S. (2013). *Prosedur penelitian suatu pendekatan praktik*. Rineka Cipta
- Beynon, J. (2001). *Masculinities and culture*. McGraw-Hill Education
- Baran, S. J. (2015). *Introduction to mass communication*. McGraw-Hill
- Bungin, B. (2011). *Metodologi Penelitian Kuantitatif (Komunikasi, Ekonomi, dan Kebijakan Publik Serta Ilmu-ilmu Sosial Lainnya)*. Kencana Prenada Media
- Donald, M., & Hurcombe, L. (2000). *Gender and Material Culture in Archaeological Perspective*. Palgrave Macmillan.
- Fakih, M. (1997). *Transformasi gender & transformasi sosial*. Pustaka Pelajar.
- Keller, K. L., & Kotler, P. (2012). Branding in B2B firms. In *Handbook of business-to-business marketing*. Edward Elgar Publishing.
- Mukhtar, P. D. (2013). *Metode Praktis Penelitian Deskriptif Kualitatif*. Referensi.
- Metz, C. (1982). *The imaginary signifier: Psychoanalysis and the cinema*. Indiana University Press.
- Mowen, J. C., & Minor, M. (1995). *Consumer Behavior*. 4-th ed. Jersey: Prentice Hall.
- Mugge, R., Schoormans, J. P., & Schifferstein, H. N. (2008). Product attachment: Design strategies to stimulate the emotional bonding to products. In *Product experience* (hal. 425-440). Elsevier.
- Quester, P. G., Neal, C. M., Pettigrew, S., Grimmer, M., Davis, T., & Hawkins, D. (2007). *Consumer behaviour: Implications for marketing strategy*. Sydney: McGraw-Hill.
- Sarup, M. 2011. *Panduan Pengantar Untuk Memahami Postrukturalisme dan Posmodernisme*, (terj. Medhy AgintaHidayat). Jalasutra.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Silalahi, U., (2012). *Metode Penelitian Sosial*. Refika Aditama

- Unilever Indonesia (2017), *Yearly Annual Report*, Dokumen Profesional.
- Wijaya, B. S. (2019). *Riset Komunikasi Merek*. UB Press
- Wijaya, B. S. (2020). *Consumer Ethnography*. UB Press
- Wajcman, J. (1991). *Feminisme Versus Teknologi* (terj. Ima Susilowati). SBPY (Sekretariat Bersama Perempuan Yogyakarta) & OXFAM.

Jurnal/Prosiding Seminar dan Paten

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34, 347-356. <https://doi.org/10.1177%2F002224379703400304>
- Ahmad, A., & Thyagaraj, K. (2015). Understanding the Influence of Brand Personality on Consumer Behavior. *Journal of Advanced Management Science*, 3(1), 38-43. <https://doi.org/10.12720/joams.3.1.38-43>
- Arymami, D. (2020). Spornosexual Capital: The Economic Crisis of Indonesian Urban Masculinity. *I-Pop: International Journal of Indonesian Popular Culture and Communication*, 1(1), 13-20. <https://doi.org/10.36782/i-pop.v1i1.27>
- Banerjee, S. (2016). Influence of consumer personality, brand personality, and corporate personality on brand preference. *Asia Pacific Journal of Marketing and Logistics*, 28(2), 198–216. <https://doi.org/10.1108/apjml-05-2015-0073>
- Chiu, K., Lin, R-J., Hsu, M., & Chen, S-C. (2011). Symbolic and Functional Brand Effects for Market Segmentation. *Australian Journal of Business and Management Research*, 1(6), 75-86. <https://www.oalib.com/paper/2710989#.YS3ZJY4zbIU>
- Connell, R. W., & Messerschmidt, J. W. (2005). Hegemonic masculinity: Rethinking the concept. *Gender & society*, 19(6), 829-859.
- Govers, P., & Schoormans, J. (2005). Product Personality and Its Influence on Consumer Preference. *Journal of Consumer Marketing*, 22(4), 189-197. <https://doi.org/10.1108/07363760510605308>

- Grau, S. L., & Zotos, Y. C. (2016). Gender stereotypes in advertising: a review of current research. *International Journal of Advertising*, 35(5), 761-770.
- Handoko, T. (2005). Maskulinitas Perempuan dalam Iklan dalam Hubungannya dengan Citra Sosial Perempuan ditinjau dari Perspektif Gender. *NIRMANA*, 7(1). <https://doi.org/10.9744/nirmana.7.1>.
- Hansen, M. (1986). Pleasure, Ambivalence, Identification: Valentino and Female Spectatorship. *Cinema Journal*, 25(4), 6. <http://doi.org/10.2307/1225080>
- Hasyim, N. (2017). Kajian maskulinitas dan masa depan kajian gender dan pembangunan di Indonesia. *JSW (Jurnal Sosiologi Walisongo)*, 1(1), 65-78.
- Herek, G. M., Gillis, J. R., & Cogan, J. C. (1999). Psychological sequelae of hate-crime victimization among lesbian, gay, and bisexual adults. *Journal of consulting and clinical psychology*, 67(6), 945.
- Kurnia, N. (2004). Representasi Maskulinitas dalam Iklan. *Jurnal Ilmu Sosial dan Ilmu Politik*, 8(1), 17-36.
- Kim, Y. E., Lee, J. W., & Lee, Y. K. (2011). Relationship between brand personality and the personality of consumers, and its application to corporate branding strategy. *Journal of Global Academy of Marketing Science*, 18(3), 27-57.
- Klipfel, J. A., Barclay, A. C., & Bockorny, K. M. (2014). Self-Congruity: A Determinant of Brand Personality. *Journal of Marketing Development & Competitiveness*, 8(3).
- Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business research*, 59(9), 955-964.
- Klassen, A. C., Creswell, J., Clark, V. L. P., Smith, K. C., & Meissner, H. I. (2012). Best practices in mixed methods for quality of life research. *Quality of life Research*, 21(3), 377-380.
- Linggosiswojo, G. S. (2016). Representasi Maskulinitas dalam Iklan Televisi Umild “Kode Cowo”. *Jurnal E-Komunikasi*, 4(1), 1-12.

<http://publication.petra.ac.id/index.php/ilmu-komunikasi/article/view/4847/4456>

- Lau, W. M., de Run, E. C., & Jee, T. W. (2017). Metrosexual Identity: Perception Of Malaysian Male Consumers Towards Cosmetic and Skincare Product. *Journal of Borneo-Kalimantan*, 3(1), 88-97
- Manik, A. R. (2016). Hasrat Nano Riantiarno dalam ‘Cermin Cinta’: Kajian Psikoanalisis Lacanian. *Jurnal Poetika*, 4(2), 74-84. .
<https://doi.org/10.22146/poetika.v4i2.15492>
- McCreary, D. R., Wong, F. Y., Wiener, W., Carpenter, K. M., Engle, A., & Nelson, P. (1996). The relationship between masculine gender role stress and psychological adjustment: A question of construct validity?. *Sex roles*, 34(7), 507-516.
- Mulyadi, H., & Saktiawati, D. (2003). Pengaruh *Brand Personality* terhadap Loyalitas Pelanggan Sampo Sunsilk. *Stagnac*, Vol.3, No.5
- Oswald, L. R. (2010). Marketing hedonics: Toward a psychoanalysis of advertising response. *Journal of Marketing Communications*, 16(3), 107–131.
<https://doi.org/10.1080/13527260802503638>
- Sarwono, B. K., & Fayardi, A. O. (2018). The construction of masculinity in male facial care product advertisement. In *E3S Web of Conferences* (Vol. 74, p. 10010). EDP Sciences.
- Seimiene, E. 2012. Emotional Connection of Consumer Personality Traits with Brand Personality Traits: Theoretical Considerations. *Economics and Management*, 17(4), 4-37. <https://doi.org/10.5755/j01.em.17.4.3016>
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the hedonic and utilitarian dimensions of consumer attitude. *Journal of marketing research*, 40(3), 310-320.
- Wijaya, B. S. (2015a). Desire and Pleasure in the Branded Reality Show as a Discursive Psychoanalysis. *Jurnal Humaniora*, 27(1), 27-41.
<https://doi.org/10.22146/jh.6406>

Wijaya, B. S. (2015b). *Spectatorship Ethnography (Teori dan Metode Etnografi Kepenontonan)*. *ID Patent*. Dirjen HaKI, Kementerian Hukum dan Hak Asasi Manusia Republik Indonesia

Skripsi/Tesis/Disertasi/Modul dan Repository

Indriani, C. (2013). Pengaruh Kepribadian Merek, Penggunaan Selebriti dalam Iklan dan Penggunaan Sosial Media pada Pembentukan Loyalitas Merek. *Tesis*. Universitas Lampung

Liestianingsih. (2002). *Ideologi Gender dalam Iklan Kosmetik di Televisi*, Surabaya: Pusat Penelitian Studi Wanita Lembaga Penelitian Universitas Airlangga. 33-34.

Mackie, G. (2015). What are social norms? How are they measured. *University of California at San Diego-UNICEF Working Paper, San Diego*

Wijaya, B. S. (2018). Etnografi Resepsi dan Kepenontonan. *Modul "Etnografi dan Consumer Insights"*. Prodi Ilmu Komunikasi Universitas Bakrie

Guo, L. J. (2003). *The effects of personality trait and brand personality on brand preference*. Graduate Institute of Management Science, National Chiao Tung University, Hsinchu.

Sumber Elektronik/Internet

Chesebrough-Ponds. (2020, 31 Agustus). *Cosmetics and Skin*. <http://www.cosmeticsandskin.com/companies/chesebrough-ponds.php>

Demartoto, A. (2010, 8 Agustus). *Konsep Maskulinitas dari Jaman ke Jaman dan Citranya dalam Media*. [Online]. UNS. <http://http://argyo.staff.uns.ac.id/files/2010/08/maskulinitas-ind1.pdf>

Encyclopedia. (2020). "Spectatorship and Audiences ." *Schirmer Encyclopedia of Film*. Encyclopedia.com: <https://www.encyclopedia.com/arts/encyclopedias-almanacs-transcripts-and-maps/spectatorship-and-audiences>

- Gillette. (2019, 14 Januari). *We Believe: The Best Men Can Be | Gillette (Short Film)*. Youtube. <https://www.youtube.com/watch?v=koPmuEyP3a0&t=45s>
- Helaluddin, H. & Syawal, S. (2019, 23 Juni). Psikoanalisis Sigmund Freud Dan Implikasinya Dalam Pendidikan. <https://doi.org/10.31219/osf.io/582tk>
- IklanTVIndonesia (2015, 9 Juli). *Iklan Pond's Men Energy Charge Face Wash edisi Rio Dewanto*. YouTube. <https://www.youtube.com/watch?v=UZzceEagPqc>
- Kemenperin (2018, 20 Maret). *Industri Kosmetik Nasional Tumbuh 20%*. Kemenperin.go. <https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-20>
- Kuhn, A., & Westwell, G. (2012). *Spectatorship In a Dictionary of Film Studies*. : Oxford University Press. <https://www.oxfordreference.com/view/10.1093/acref/9780199587261.001.0001/acref-9780199587261-e-0674>.
- Museum of Health Care (1890, 11 Desember). *Pond's Extract [advertising brochure]* Andornot. <https://Mhc.Andornot.Com/En/Permalink/Artifact7194>
- PNGitem. (n.d.). *Mens Dress Png - Men Icon Png, Transparent Png, Transparent Png Image*. PNGitem.Com. https://www.pngitem.com/middle/hRiTbbx_mens-dress-png-men-icon-png-transparent-png/
- Pond's (n.d.). *Pond's Institute* Pond's Indonesia. <https://www.ponds.com/id/pondsinstitute.html>
- Pond's (n.d.). *Pond's Men*. Pond's Indonesia. <https://www.ponds.com/id/Pondsmen.html>
- Pond's (n.d.). *Produk kami*. Pond's Indonesia. <https://www.ponds.com/id/produkkami.html>
- Pond's (n.d.). *Sejarah dan Evolusi*. Pond's Indonesia. <https://www.ponds.com/id/sejarahdanevolusi.html>
- Pond's Cold Cream Ad. (2010, October 20). Pinterest.Com. <https://Pinterest.com>

- Pond's Skin Creams. (2001, May 15). *Queen Marie of Romania*. Tkinter.Smig.Net.
<http://Www.Tkinter.Smig.Net/QueenMarie/Ponds/Index.Htm>
- Pond's Men (n.d.). *Pond's Indonesia - #jointhegantengtrip* Facebook.
<https://www.facebook.com/Pondsmenindonesia.com>
- PondsmenID (2015, 9 November). "*Lelaki Masa Kini*" - Rio Dewanto, Keenan Pearce & Marshall Sastra. YouTube.
https://www.youtube.com/watch?v=IBObr_gsAgU
- PondsmenID (2018, 6 September). *Pond's Men Lightning Oil Clear BARU! Jadilah #LelakiBebasMinyak*. Youtube.
https://www.youtube.com/watch?v=4aoYRuO2_ho
- Top Brand (n.d.). *Top Brand Gen-Z Index 2021*. Top Brand Award.
<https://www.topbrand-award.com/top-brand-index/>
- Unilever (n.d.). *Setiap Unilever Beri Kebaikan*. Unilever.co.id.
<https://www.unilever.co.id/about/setiap-u-beri-kebaikan/>