

DAFTAR PUSTAKA

Buku

- James P. Spradley. 2007. *Metode Etnografi*. Yogyakarta: Tiara Wacana, . Edisi II
- Maleong, Lexy Prof.Dr, MA. 2004. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya
- Kreta Setan ("de duivelswagen") karya FF Habnit yang diterbitkan pada tahun 1977.
- Allen, Johnny. (2011). *Festival & Special Event Management*. Australia: John Wiley & Sons Australia.
- Hoyle, Leonard H. (2006). *Event Marketing*. Jakarta: PPM..
- Maleong, Lexy Prof Dr, MA. 2006. *Metode Penelitian Kualitatif (Edisi Revisi)*. Bandung: PT Remaja Rosdakarya
- Spradley, James P. 1997. *Metode Etnografi*. Yogyakarta: Tiara Wacana.
- Hallett, Ronald E., and Kristen Barber. 2014. "Ethnographic Research in a Cyber Era." *Journal of Contemporary Ethnography* 43 (3):306–330
- Hallett, Ronald E., and Kristen Barber. 2014. "Ethnographic Research in a Cyber Era." *Journal of Contemporary Ethnography* .
- Hammersley, M. and P. Atkinson. *Ethnography Principles in Practice*. Cambridge University Press, London, UK, 1990.
- Hammersley, Martyn, and Paul Atkinson. 2007. "Ethnography : Principles and Practice.
- Silverman, David (ed.). 2017. *Qualitative Research*. London: SAGE Publications Ltd.

- Sugiyono. 2014. Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D). Bandung: Alfabeta.
- Hillery, George Jr. (2010). "Definitions of Community: Areas of Agreement." Rural Sociology
- Belch, George E. & Michael A. Belch. 2003. Advertising and Promotion: An Integrated Marketing Communication Perspective. New York: McGraw-Hill.
- Tom, Duncan "The Principles of Advertising and IMC", (2005)
- A,Shone, and B, Parry (2002), Succesfull events management, London Continum, A practical Handbook.
- Hoyle, Jr, Leonard. (2006). Event Marketing. Jakarta: PPM.
- Any, Noor. (2009), *Management Event*, Bandung.
- Katz, E., M. Gurevitch, dan H. Haas (1973). On the use of mass media for important things. American Sociological Review.
- Jefkins, Frank. 2003. Public Relations. Jakarta : Erlangga.
- Kotler. 2005. Manajemen Pemasaran: jilid dua. Jakarta: PT indeks Kelompok Gramedia
- Douglas, Kellner (ed.), 1994, Baudrillard A Critical Reader, USA: Blackwell Ltd
- Douglas, 1991, Postmodern Theory: Critical Interrogations, London: Macmillan Education Ltd
- Littlejohn, Stephen W., 1996. Theories of Human Communication. Edisi ke-5, Belmont-California, Wadsworth.

Online

Shagir, Leah. 2017. Journey to Ethnographic Research. <https://doi.org/10.1007/978-3-319-47112-9>.

Aminoto, Cokro. 2011. Pendekatan Etnografi dalam Penelitian Kualitatif. Dalam <http://menulisproposals.blogspot.com/2011/01/pendekatanetnografidalampenelitiankualitatif.htm>. Diakses pada tanggal 2 Januari 2011. Pukul 19.47 WIB