

DAFTAR REFERENSI

- “Aneh, Frozen Yogurt Plain Kok Rasanya Manis Susu!!”. *Lintas Berita* .7 April 2010. <<http://www.lintasberita.com/Dunia/Berita-Dunia/aneh-frozen-yoghurt-plain-kok-rasanya-manis-susu->>
- Arismunandar, Satrio. *Teknik Wawancara*. 2006.10 December . 2009. <<http://satrioarismunandar6.blogspot.com/2006/08/teknik-wawancara.html>>.
- Bahar, Burhan. *Kefir Minuman Susu Fermentasi dengan Segudang Khasiat untuk Kesehatan*. Jakarta: PT Gramedia Pustaka Utama, 2008.
- Bartlett, Jonathan. *The Cook's and Culinary Reference A Comprehensive, Definitive Guide to Cooking and Food*. United State of America: Contemporary Books, 1996.
- Belch, George E., dan Michael A. Belch. *Advertising and Promotion An Integrated Marketing Communication Perspective Eighth Edition*. New York: McGraw-Hill Companies, Inc, 2009.
- Belia, Astri. “Frozen Yogurt Si Es Krim Berkhasiat”. *Pikiran Rakyat Online*. 2009. 24 January 2010. <<http://newspaper.pikiranrakyat.com/prprint.php?mib=beritadetail&id=103316>>.
- Billy. “Susu Yogurt Menurunkan Resiko Kanker Kandung Kemih”. *Minang Forum*. 2008. 10 December 2009. <<http://www.minangforum.com/archive/index.php/t-486.html>>.
- Bisnis Frozen Yoghurt / Froyo*. 2009. 26 February 2010. <<http://www.groovylegacy.com/2009/12/bisnis-frozen-yoghurt-froyo/>>
- “Camilan Sehat Sekaligus Menyehatkan”. *Oke Food*. 2009. 27 February 2010. <<http://www.okefood.com/read/2009/08/03/299/244570/299/camilan-sehat-sekaligus-menyehatkan>>

- Clow, Kenneth E., and Donald Baack. *Integrated Advertising, Promotion, and Marketing Communications*. New Jersey: Pearson Education International, 2007.
- Danny. "Sally Frezen Yogurt Hebohkan Jakarta". *globalnews-indonesia.com*. 2009. 26 February 2010. <<http://www.globalnews-indonesia.com/>>
- Davidson, Alan. *The Oxford Companion to Food*. New York: Oxford University Press, 2006.
- Dewi, Rosdianah. "Cara Lain Menikmati Yogurt". *Kompas Cyber Media*. 2009. 10 December 2009. <<http://kesehatan.kompas.com/read/xml/2009/05/21/14331317/cara.lain.menikmati.yogurt>>.
- Estawara. *Think! IMC*. Jakarta: PT Gramedia Pustaka Utama, 2007.
- Firman, Novi Triana. *Superfood Yogurt*. Pesona Edisi Februari 2010 No. 02 Tahun IX
- "Froyo (Frozen yoghurt)". 2010. 30 January 2010. <<http://restomesin.wordpress.com/2010/01/06/froyo-frozen-yoghurt/>>.
- Herlambang, Rustika." Harumnya Aroma Kesuksesan Johnny Andrean". 2008. 27 February 2010. <<http://rustikaherlambang.wordpress.com/2008/12/20/johnny-andrean/>>
- "Icy Blue". n.d. 26 February 2010. <<http://www.facebook.com/pages/icy-blue-the-pleasure-of-yogurt/62703966167?v=info>>
- "Icy Blue". n.d. 26 February 2010. <<http://www.myicyblue.com>>
- "Iklan Yogura Jawa Pos". 2010. 27 February 2010. <<http://www.redirectline.com/2010/01/yogura-swirl-your-own-frozen-yogurt/>>
- "Integrated Marketing Communication: Next Generation". *Simaeru Learning Center*. 2005. 23 February 2010. <<http://www.mail-archive.com/kolom@yahoo.com/msg00800.html>>
- Iskandar. "All About Yogurt Boutique". *Indomedia Most Contemporary Indo Tabloid In Oz*. 2010. 26 February 2010.

- <<http://www.indomedia.com.au/innerpage.php?page=lifestyle&ArticleID=649>>
- “J-Co Donuts”. n.d. 27 February 2010. <<http://www.jcodonuts.com/>>
- “J-Cool Yogurt, Tekstur Lembutnya Creamy Banget...!”. 2009. 27 February 2010. <<http://www.berita8.com/news.php?cat=10&id=7276>>
- “Jcool promo”. n.d. 23 Maret 2010. <http://4.bp.blogspot.com/_bEhQgmUDKLc/S...13_n.jpg>
- “Jco right”. n.d. 23 Maret 2010. <www.promobook.co.cc/jco/right.jpg>
- Jehunat, Alan. “Red Mango Akan Kuasai Pasar Dunia Dengan Konsep Gerai Kiosk”. *MajalahFranchise.com, PT Neo Mediatama*. 2009-2010. 27 February 2010. <<http://www.majalahfranchise.com/?link=berita&id=321>>
- Jehunat, Alan. “Red Mango Catatkan Pertumbuhan Franchisee Yang Signifikan Tahun 2009”. *MajalahFranchise.com, PT Neo Mediatama*. 2009-2010. 26 February 2010. <http://www.majalahfranchise.com/?link=franchise_international&id=225>
- Johns, Nicholas. *Managing Food Higiene*. London: Macmillan Press Ltd., 1995.
- Kasali, Rhenald. “*Manajemen Periklanan Konsep dan Aplikasinya di Indonesia*”. Jakarta: Pustaka Utama Grafiti, 2007.
- “Kejutan Varian Baru Sour Sally dalam Sour Sally Bubblegum Attack With A Chance of Choco Mochi Balls”. *Sour Sally's notes*. 2009. 26 February 2010. <<http://www.facebook.com/notes/sour-sally/>>
- Kotler, Philip. *Marketing Management* 11e. New Jersey: Pearson Education Inc., 2003.
- Lane, W. Ronald, dan J. Thomas Russell. *Advertising A Framework*. New Jersey: Prentice Hall, 2001.
- “Marketing Mix (The 4 P's of Marketing)”. *NetMBA.com*. 2002-2007. 23 February 2010. <<http://www.netmba.com/marketing/mix/>>
- “Marketing Mix. What is the marketing mix?”. *Marketing Teacher Ltd*. 2000-2010. 23 February 2010. <http://www.marketingteacher.com/Lessons/lesson_marketing_mix.htm>

- “Mencicipi Laba Bisnis Yoghurt Beku” . n.d. 27 February 2010.
<http://weekend.kontan.co.id/index.php/peluang_usaha/post/6610/mencicipi-laba-bisnis-yoghurt-beku>
- “Mengenal Si Susu Fermentasi Yogurt”.n.d. 7 January 2010.
<<http://kumpulan.info/kuliner/artikel-kuliner/35-artikel/254-mengenal-susu-fermentasi-yoghurt-froyo.html#froyo>>.
- “My Name's Sally, and My Brand isn't Built Mediocrily”. *SWA Media Inc ,MIX - Integrated Marketing Communications*. 2010. 26 February 2010.
<<http://mix.co.id/>>
- Nani. *Pengertian dan Manfaat Integrated Marketing Communication*.2008. 23 February 2010. <<http://integrated-marketing-communications.blogspot.com/2008/01/pengertian-dan-manfaat-integrated.html>>
- Nurhasanah, Siti. “Gaya Hidup Remaja Masa Kini”. *Diskusi BeritaNET.com*. 2009. 22 Maret 2010. <<http://www.beritanet.com/Event/Best-of-Content-Contest-2009/Remaja.html>>
- “Observasi”. *Kamus Besar Bahasa Indonesia*. 2008. 30 January 2010.
<<http://pusatbahasa.diknas.go.id/kbbi/index.php>>.
- “One Day CRM Seminar : Increasing Sales Significantly By Integrating CRM With Marketing Communication Selamatkan Brand Dan Perusahaan Anda!”. *Ciptamaya*. 2000-2005. 23 February 2010.
<<http://www.ciptamaya.com/cip/>>
- “*Peran positioning dalam strategi pemasaran*”. *Jurnal Manajemen, Jurnal Manajemen Sumber Daya Manusia, Bahan Kuliah Manajemen*. 2 Maret 2010. <<http://jurnal-sdm.blogspot.com/2009/04/peran-positioning-dalam-strategi.html>>
- Pinkan. “*Trend Frozen Yogurt, Trend yang Baik*”. *Warta Kota* . 2009. 23 January 2010.
<<http://wartakota.co.id/read/mal/13534>>.
- “Rame – Rame Konsumsi Fro–Yo”. *Deteksi Jawa Pos*. 2009. 11 December 2009.
<<http://www.jawapos.com/deteksi/index.php?act=detail&nid=102842>>.
- Red Mango. n.d. 27 February 2010. <<http://redmangousa.com>>

- “Red Mango, Inc”. *LinkedIn Corporation* .2010. 26 February 2010.<<http://www.linkedin.com/companies/red-mango-inc>>
- Red Mango Indonesia*. n.d. 27 February 2010.
<<http://www.redmangoindonesia.com>>
- Red Mango Indonesia*. n.d. 27 February 2010.
<<http://www.facebook.com/pages/Red-Mango-Indonesia/>>
- Red Mango International*. n.d. 27 February 2010.
<<http://www.redmangointernational.com/redmango/sub/intro.html>>
- Rohman, Abdur .”Jakarta Meleleh dalam Es Krim”. n.d. 26 February 2010.
<<http://www.opensubscriber.com/message/bango-mania@yahoogroups.com/11902910.html>>
- Santosa, Agus. “Konsekuensi Stratifikasi Sosial”. 2009. 10 December 2009.
<<http://agsasman3yk.wordpress.com/2009/07/30/konsekuensi-stratifikasi-sosial/>>.
- Santrock, John W. *Adolescence, Seven Edition*. United State of America: McGraw Hill Companies, Inc, 1998.
- “Separuh Konsumen J.CO. Wanita Dewasa”. *SWA Media Inc ,MIX - Integrated Marketing Communications*. 2010. 26 February 2010. <<http://mix.co.id/>>
- “Serba Biru di Icy Blue, Tawarkan Froyo Sesuai Selera Dan Kondisi”.*Tabloid Nova*. 2010. 27 February 2010. <www.tabloidnova.com>
- “Spending Time with Their Peer”. n.d. 4 February 2010. <http://www.my-lifespring.com/artikel/spending_time_with_their_peer.php>.
- “Strategi Baik Untuk Kesehatan Tetap Andalan”. 2009. 27 February 2010.
<<http://www.kompas.com/read/xml/2009/09/15/04065982/strategi.baik.untuk.kesehatan.tetap.andalan>>
- “Stratifikasi Sosial”.n.d. 7 April 2010. <<http://www.scribd.com/doc/26762674/7-Stratifikasi-Sosial>>
- Susilorini, Tri Eko, dan Manik Eirry Sawitri. *Produk Olahan Susu*. Jakarta: Penebar Swadaya, 2006.
- Sour Sally*. n.d. 26 February 2010.<<http://www.hellosoursally.com/>>

- Sour Sally Yogurt*. n.d. 2009. 27 February 2010.
<<http://vegaprioiva.blogspot.com/>>
- Sour Sally Yogurt*. n.d. 27 February 2010. <www.facebook.com>
- Suyanto, Mohammad. "Strategi Unique Selling Proposition". Artikel Koran dan Majalah Dosen STMIK AMIKOM Yogyakarta. 2004. 8 Maret 2010.
<<http://journal.amikom.ac.id/index.php/Koma/article/view/1010>>
- "Talking About Electron Microscopy of Foods With Milos Kalab". 2009. 19 Juni 2010. <<http://www.magma.ca/~scimat/Foodmiblog.htm>>
- Tatang M, Amirin. *Menyusun Rencana Penelitian*. Jakarta: Rajawali Pers, 1990.
- Teguh. "Novel Sebagai Media Alternatif Pembentuk Karakter Pada Remaja". 2009. 10 December 2009.
<<http://gemastranasantara.wordpress.com/2009/03/02/novel-sebagai-media-alternatif-pembentuk-karakter-pada-remaja>>.
- "Ternyata Sour Sally itu buatan orang Indonesia!". 2010. 26 February 2010.
<<http://kaskusnews.com/2010/01/12/ternyata-sour-sally-itu-buatan-orang-indonesia/>>
- The Visual Food Encyclopedia*. United State of America: Macmillan Press Ltd, 1996.
- Thomson, Peter. *Gluten-free Cookery The Complete Guide for Gluten-free or Wheat-free Diets*. London: Bath Press, 2001.
- Triarsari, Diyah. "Remaja Memang Harus Doyan Makan". *kompas.com*. 2009. 23 Maret 2010.
<<http://kesehatan.kompas.com/read/2009/01/07/08074387/remaja.memang.harus.doyan.makan>>
- Wibisono, Agus. "Analisis SWOT". 2010. 5 Maret 2010.
<<http://aguswibisono.com/>>
- "Yoghurt Sour Sally". n.d. 26 February 2010.
<<http://www.kaskus.us/showthread.php?t=1508380>>
- "Yogurt Sang Penyembuh Penyakit". n.d. 10 December 2009.
<<http://www.scribd.com/doc/9729485/YOGURT-Sang-Penyembuh-Penyakit>>.

“Yogurt Untuk Kesehatan”.n.d. 10 December 2009.

<<http://kumpulan.info/sehat/artikel-kesehatan/48-artikel-kesehatan/58-yoghurt-untuk-kesehatan.html#Manfaat>>.

Yohn, Denise Lee.” Brand As Business Bites/Brand Delivery / frozen yogurt and the future”. n.d. 27 February 2010.

<<http://deniseleeyohn.com/bites/2009/11/16/frozen-yogurt-and-the-future/>>