

REFERENCES

- Asih, D. W. (2016). A Semiotic Analysis of the Advertisements of Bukalapak compared to Tokopedia and Elevenia (*Doctoral dissertation, Diponegoro University*).
- Cerrato, H. (2012). *The meaning of colors*. Graphic Designer.
- Chandler, D. (2017). *Semiotics: the basics (3rd ed.)*. Routledge.
- Cobley, P., & Jansz, L. (1997). *Introducing semiotics*. Icon Books Ltd.
- Cobley, P. (2001). *The routledge companion to semiotics and linguistics*. Routledge.
- Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches*. SAGE Publications.
- Danesi, M. (2002). *Understanding media semiotics*. Oxford University Press.
- Danesi, M. (2004). *Messages, signs, and meanings: basic textbook in semiotics and communication (3rd ed.)*. Canadian Scholars' Press.
- Eco, U. (1976). *A Theory of semiotics*. Indiana University Press.
- Eco, U. (1983). *The sign of three: dupin, holmes, pierce*. Indiana University Press.
- Eriana, A. (2015). *Peirce's semiotics analysis of icon and symbol on perfume advertisements* (Doctoral dissertation).
- Fiske, J. (1990). *Introduction to communication Studies (2nd ed.)*. Routledge.
- Gudwin, R., & Queiroz, J. (2007). *Semiotics and intelligent Systems development*. Idea Group Inc.

- Hardin, C. L., & Maffi, L. E. (1997). *Color categories in thought and language*. Cambridge University Press.
- Hoed, H. B. (2014). *Semiotik dan dinamika sosial budaya (3rd ed.)*. Komunitas bambu.
- Huberman, A. M., & Miles, M. B. (2013). *Innovation up close: How school improvement works*. Springer science & business media.
- Hutton, F., et al. (2008). *Rose lore: essays in semiotics and cultural history*. Lexington books.
- Liszka, J. J. (1996). *a general introduction to the semiotic of charles sanders peirce*. Indiana University Press.
- Krippendorff, K. (2004). *Content analysis: an introduction to its methodology (2nd ed.)*. Sage.
- Martin, B., & Ringham, F. (2000). *dictionary of semiotics*. Bloomsbury publishing.
- Noth, W. (1990). *Handbook of semiotics*. Indiana University Press.
- Rifa'i, B. (2010). a semiotic analysis on Coca-Cola's commercial advertisements.
- Sakinah, R. M. N. et al. (2020). Analysis of icons, indexes, and symbols in YouTube advertisement of wardah perfect bright creamy foam facial wash. *Apollo project*, 9(1), 1-18.
- Saussure, F. M. (1959). *Course in general linguistics*. The philosophical library, Inc.
- Sebeok, T. A. (1991). *Semiotics in the United States*. Indiana university press.

- Shaumyan, S. (1987). *a semiotic theory of language*. Indiana university press.
- Steinvall, A. (2002). English colour terms in context (*Doctoral Dissertation, Umeå Universitet*).
- Sugiyono (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D. Alfabeta*.
- Syahdini, R. Z. (2019). Semiotic analysis of L'oreal paris advertisement (*Doctoral dissertation, Universitas Islam Negeri Maulana Malik Ibrahim*).
- Taylor, S. J., Bogdan, R., & DeVault, M. (2015). *Introduction to qualitative research methods: a guidebook and resource (4th ed.)*. John Wiley & Sons.
- Tsotra, D., Janson, M., & Cecez-Kecmanovic, D. (2004). Marketing on the Internet: A Semiotic analysis. *AMCIS 2004 Proceedings*, 526.
- Walliman, N. (2011). *Research methods: the basics*. routledge.
- Wertz, F. J. et al., (2011). *Five ways of doing qualitative analysis: phenomenological psychology, grounded theory, discourse analysis, narrative research, and intuitive inquiry*. The guilford press.
- Yohana, F. M. (2015). A semiotic-analysis based on Peirce triadic theory on taglines of Nokia, Honda, Airasia, LG And You C 1000 advertising. *Deiksis*, 7(01), 13-22.