DAFTAR PUSTAKA

Fiske, J. (1990). Introduction to Communication Studies. Routledge.

Barthes, R. (1972). Mythologies. Hill and Wang.

Stephen W. Littlejhon, Karen A. foss (2009) Encyclopedia of Communication Theory. United States of America: SAGE Publications

Agung A.D. (2020) analisis semiotika dalam film dua garis biru karya gina s. noer. Jurnal Pendidikan dan Pembelajaran Bahasa. Vol. 9, No.1,

Idhulia A.I, Hairunnisa, Johantan A. (2021) analisis semiotika dalam film parasite. eJournal Ilmu Komunikasi. Vol.9, No.3, Hal 1-15

Achmad R. (2024) pemaknaan kesehatan mental dalam film horror komedi " *hello ghost* ". (Skripsi Sarjana, Universitas Mercu Buana). UMB repository https://repository.mercubuana.ac.id/92500/

Teo A. (2023) Review Gran Turismo (2023) Berhasil Lampaui Ekspektasi! https://thelazy.media/2023/08/25/gran-turismo-24082023/

Yasmin F. (2023) Sinopsis Film Gran Turismo: Pemain Game Jadi Pembalap di Sirkuit. https://www.ngopibareng.id/read/sinopsis-film-gran-turismo-pemain-game-jadi-pembalap-di-sirkuit

lib.mercubuana.ac.id

Afra D.K. (2023) Representasi Brand Identity Toyota Dalam Webseries Mengakhiri Cinta Dalam 3 Episode Sebagai Media Pemasaran. Jom Fisip Vol. 10. file:///C:/Users/acer/Downloads/34265-66390-1-SM.pdf

Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Harlow: Pearson Education Limited.

Peirce, C. S. (1931–1958). *Collected Papers of Charles Sanders Peirce* (Vols. 1–8). Cambridge, MA: Harvard University Press.

Sobur, A. (2016). *Analisis Teks Media: Suatu Pengantar untuk Analisis Wacana, Analisis Semiotika, dan Analisis Framing*. Bandung: PT Remaja Rosdakarya.

Setiawan, Hardi (2026) Makna Komunikasi Interpersonal Suami Istri Pada Film Dua Hati Biru (Analisis Semiotika Charles Sanders Peirce). UMB repository https://repository.mercubuana.ac.id/101662/

Gustianti, Dwi A. (2025) Interpretasi Tanda & Kode Budaya Dalam Iklan Sirup Marjan Versi 1445 h (Analisis Semiotika John Fiske). UMB Repository https://repository.mercubuana.ac.id/94523/

Hartono D. & Sugalih A. (2019) Makna Simbol Senyum Pada Iklan Lay's Di Televisi (Analisis Semiotika Charles Sanders Pierce) Jurnal PERSPEKTIF Komunikasi. Vol. 3 No. 1

Ubaidillah M. , Patriansah M. (2024) Analisis Semiotika Roland Barthes Pada Film " Agak Laen " Produser Studio Imajinari. Jurnal VisART: Jurnal Seni Rupa dan Desain. Vol. 02 No. 01

lib.mercubuana.ac.id

Kotler, P., & Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.

Danesi, M. (2010). Messages, Signs, and Meanings: A Basic Textbook in Semiotics and Communication Theory (3rd ed.). Toronto: Canadian Scholars' Press.

Salim V., Sukendro G.G. (2021) Representasi Kritik Sosial dalam Film Parasite (Analisis Semiotika Roland Barthes). Koneksi. Vol. 5, No. 2

Chandler, D. (2007). Semiotics: The Basics (2nd ed.). London: Routledge.

Fiske, J. (2012). Pengantar Ilmu Komunikasi (Terjemahan H. Hapsari Dwiningtyas). Jakarta: Rajawali Pers.

Banks, J., & Wasserman, J. A. (2019). The big screen treatment: Gratifications sought in game-to-film transmedia consumption. Poetics, 73, 72–83 https://doi.org/10.1016/j.poetic.2019.01.004

Babin, L. A., & Carder, S. T. (1996). Viewers' recognition of brands placed within a film. International Journal of Advertising, 15(2), 140–151. https://doi.org/10.1080/02650487.1996.11104643

Redondo, I., & Bernal, J. (2016). Product placement versus conventional advertising: The impact on brand choice of integrating promotional stimuli into movies. Journal of Promotion Management, 22(6), 773–791. https://doi.org/10.1080/10496491.2016.1214205

Srivastava, R. K. (2015). Product placement by global brands as an alternative strategy: Is it worth in emerging market? Journal of Strategic Marketing, 23(2), 141–156. https://doi.org/10.1080/0965254X.2014.914072

lib.mercubuana.ac.id

Bordwell, D., Thompson, K., & Smith, J. (2020). Film art: An introduction (12th ed.). McGraw-Hill Education.

Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. European Journal of Business and Management, 5(31), 55–65.

Babin, L. A., & Carder, S. T. (1996). Viewers' recognition of brands placed within a film. International Journal of Advertising, 15(2), 140–151.

UNIVERSITAS
MERCU BUANA

lib.mercubuana.ac.id