

REFERENCES

- Abdulloh, M. (2014). PENGERTIAN KOSAKATA MENURUT PARA AHLI | TEORI BERPUSTAKA. Retrieved July 23, 2018, from <http://aaps10.blogspot.com/2014/10/pengertian-kosakata-menurut-para-ahli.html>
- Agustina, D. (2015). Bahasa Inggris Tak Seharusnya “Gantikan” Bahasa Indonesia. Retrieved December 18, 2017, from <https://www.cnnindonesia.com/gaya-hidup/20151107120926-277-90058/bahasa-inggris-tak-seharusnya-gantikan-bahasa-indonesia/>
- American Marketing Association. (2008, January). The American Marketing Association Releases New Definition for Marketing. *January 14*, 1.
- Andrews, K. R. (1987). *The Concept of Corporate Strategy* (3rd ed.). Michigan: Irwin.
- Astiputri, R. (2010). EFEKTIVITAS BRAIN GYM DALAM MENINGKATKAN VOCABULARY PADA ANAK.
- BBC. (2011). No Title. Retrieved July 18, 2018, from <http://www.bbc.co.uk/skillswise/factsheet/en06opin-11-f-what-is-fact-and-opinion>
- Bertram, D. (n.d.). Likert Scales. *Topic Report*, 1.
- Briscoe, T. (2013). Introduction to Linguistics for Natural Language Processing, 1–37.
- Burma, Z. A. (2014). Human Resource Management and Its Importance for Today’s Organizations, *1*, 85.
- Cambridge Dictionary. (n.d.). Word. Retrieved July 21, 2018, from <https://dictionary.cambridge.org/dictionary/english/word>
- Camerer, C. (1988). *Gifts as Economic Signals and Social Symbols*. Chicago: The

University of Chicago Press.

Clark, D. (2012). English - The Language of Global Business? Retrieved September 5, 2017, from <https://www.forbes.com/sites/dorieclark/2012/10/26/english-the-language-of-global-business/#6433a1aab57e>

Finnegan, R. (2011). *Why Do We Quote?: The Culture and History of Quotation* (1st ed.). Cambridge: OpenBook.

Gardenfors, P. (2014). A Semantic Theory of Word Classes. *Croatian Journal of Philosophy*, XIV(41), 179–194.

Gibson, E. J. (1971). Perceptual learning and the theory of word perception. *ELSEVIER*, 2(4).

Kotler, P.; Wong, V.; Saunders, J.; Armstrong, G. (2005). *Principle of Marketing* (4th ed.). Edinburg: Pearson Education Limited.

Lamb, C. W. (2016). *Essentials of Marketing*. (J. W. Calhoun, Ed.) (6th ed.). Mason: Cengage Learning.

Latief. (2010). Jago Ngomong Inggris Biar Tampak Keren? Retrieved December 18, 2017, from <http://edukasi.kompas.com/read/2010/11/12/10395976/Jago.Ngomong.Inggris.Biar.Tampak.Keren>.

Latif, F. (2014). *OPINI MAHASISWA MENGENAI IWAN FALS SEBAGAI BRAND AMBASSADOR DALAM IKLAN TOP COFFEE*. UNTIRTA.

Lentera Inspirasi. (n.d.). Pengertian Kata Mutiara. Retrieved October 17, 2017, from <https://www.lentera.my.id/post/pengertian-kata-mutiara/>

Londre, L. S. (2014). Larry Steven Londre Several Concepts , Terms and Useful Definitions Helping to Explain and Understand Marketing and Related Activities , including Marketing , the.

Lopez, A. L. (2015). Mother Tongue. Retrieved July 1, 2018, from

<https://www.lucasinfografia.com/Mother-tongues>

Meiyati, N. (2011, September). Belajar Matematika Dengan Bahasa Inggris Lebih Efisien Daripada Dengan Bahasa Indonesia. Jakarta.

Newman, D. (2015). Sounds to Graphemes Guide, 3.

Niddum. (2015). Pakai Iklan Bahasa Inggris, Penjualan Bisa Meningkatkan 100%. Retrieved October 19, 2017, from <http://www.niddumululu.com/2016/09/pakai-iklan-bahasa-inggris-penjualan.html>

Oxford Dictionaries. (2018). Quotations. Retrieved January 12, 2018, from <https://en.oxforddictionaries.com/quotations>

Parsons, A. G. (2002). Brand Choice on Gift Giving: Recipient Influence. *Product & Brand Management*, 2, 246.

Pranashakti, I. (2008). Strategi Bisnis: Bahasa Promosi Haruslah Menggunakan Bahasa Rakyat. Retrieved October 28, 2017, from <http://ipan.web.id/strategi-bisnis-bahasa-promosi-haruslah-menggunakan-bahasa-rakyat/>

Rachmawati, R. (2011). Peranan Bauran Pemasaran (Marketing Mix) terhadap Peningkatan Penjualan (Sebuah Kajian terhadap Bisnis Restoran). *Kompetensi Teknik*, 2, 145.

Setiawan, Y. C. (2017). Cognitive Dissonance Bias dan Herding Bias dalam Pengambilan Keputusan Investasi Saham. *Ekonomi*, 1, 11.

Sherry, J. F. (1983). *Gift Giving in Anthropological Perspective* (10th ed.). Chicago: The University Chicago Press.

Stay, B. (2011). OBSERVASI, WAWANCARA, KUISSIONER, TEKNIK SAMPLE. Retrieved November 17, 2017, from <http://babylucuna.blogspot.co.id/2011/03/observasi-wawancara-kuisisioner-teknik.html>

Stockholders Agreement. (2008). Prospective Buyer. Retrieved July 23, 2018,

from https://definedterm.com/prospective_buyer

Sugiyarbini. (2012). Pengertian Populasi dan Sampel dalam Penelitian. Retrieved January 12, 2018, from <https://sugithewae.wordpress.com/2012/11/13/pengertian-populasi-dan-sampel-dalam-penelitian/>

Sugiyono. (2011). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Bandung: CV Alfabeta.

Tempo.Co. (2016, May). Keuntungan Muktibahasa di Dunia Kerja. *10 Mei*. Jakarta.

Tournier, P. (2012). *Meaning of Gifts* (1st ed.). Westminster John Knox Press. Retrieved from <https://play.google.com/books/reader?id=UJBNAwAAQBAJ&pg=GBS.PP1>

USLegal. (2016). Prototype Law and Legal Definition. Retrieved July 23, 2018, from <https://definitions.uslegal.com/p/prototype/>

Widi, R. (2011). Uji Validitas dan Reliabilitas dalam Penelitian Epidemiologi Kedokteran Gigi. *Statomagnatic*, 8, 27–34.

William, C. (2007). Research Methods. *Business & Economy*, 5(3), 71.