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TENTANG PENULIS

Esas Unggul

Esas Unggul

Esas Unggul

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2.	Jenis Kelamin	:	Perempuan
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12.	Lulusan yang Telah Dihasilkan	:	S1 = 120 orang, S2 = 37 orang, S3 = 0 orang

14.	Mata Kuliah yang Pernah Diampu	: 1. Manajemen Pemasaran 2. Perilaku Konsumen 3. Riset Pemasaran 4. Manajemen Retail 5. Kewirausahaan 6. Pengantar Bisnis 7. Pengantar Manajemen 8. Pemasaran Relasional 9. Perilaku Organisasi 10. Strategi pemasaran 11. Statistik 1 12. Metode Penelitian 13. Motivasi Usaha
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C. Pengalaman Penelitian dan Pengabdian Masyarakat

No.	Tahun	Judul Penelitian	Pendanaan Sumber
1	2015	Model Pendidikan Entrepreneurship yang Tepat di Perguruan Tinggi Indonesia Tahap ke-2	DIKTI
2	2014	IbM Warung Nasi Rames Petojo Selatan Gambir Jakarta Indonesia	DIKTI
1	2014	Model Pembelajaran Entrepreneurship di Perguruan Tinggi Indonesia Tahap ke-1	DIKTI
2	2013	Atensi Iklan Dua Sisi terhadap Niat Pembelian Jasa Akupuntur Klinik Sumber Waras di Jakarta	DIKTI

REPOSITORI ESA UNGGUL

4. 2012 Perilaku Self-Monitoring dan Derajat DIKTI
Materialistik terhadap Keterlibatan
Produk

D. Publikasi Artikel Ilmiah dalam Jurnal selama 5 Tahun Terakhir

No.	Judul Artikel Ilmiah	Nama Jurnal	Volume/ Nomor/Tahun
1.	Cherry Pick Shopping Satisfaction and Market Maven	Journal of Economics, Business & Accountancy VENTURA	Accreditation No. 80/DIKTI/Kep/2012 Vol.16, No. 1 Agust 2013
3.	Analysis of Materialism, Fashion Clothing and Recreational Shopper Identity	Journal of Economics, Business & Accountancy VENTURA	Accreditation No. 80/DIKTI/Kep/2012 Vol.17, No. Des 2014
4.	A Student in Learning The Entrepreneur	Gajah Mada International Conference on Economics and Business Prosiding	Prosiding ISSN 2407-4421, S Desember 2014

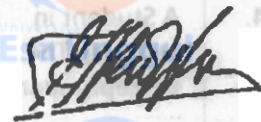
E. Penghargaan dalam 10 Tahun Terakhir dari Pemerintah, Asosiasi, Institusi lainnya :

No.	Jenis Penghargaan	Institusi Pemberi Penghargaan	Tahun
1.	Ketaatan dalam Membayar PBB	Walikota Yogyakarta	2009

2.	Sertifikat Pendidik	Kementerian Pendidikan Nasional Republik Indonesia	2011
3.	Asesor Beban Kerja Dosen	Universitas Katolik Indonesia AtmaJaya	2012
4.	Penghargaan Satya Lencana 20 Tahun Bertugas	DIKTI	2014
5.	Penyamaan Persepsi Dosen yang Memiliki NIRA PTS di Lingkungan Kopertis Wilayah III Jakarta.	Kementerian Pendidikan dan Kebudayaan Direktorat Jenderal Pendidikan Tinggi Koordinasi Perguruan Tinggi Swasta Wilayah III Jakarta	2012

Jakarta, 17 Februari 2015

Peneliti



(Dr. Endang Ruswanti, S.E., M.M.)

Panduan Penulisan Laporan Ilmiah :

ATENSI, KREDIBILITAS PERUSAHAAN, IKLAN DUA SISI

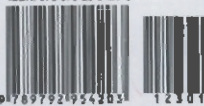
Terhadap Niat Beli Jasa Penerbangan Elang Air

Buku *Atensi, Kredibilitas Perusahaan, Iklan Dua Sisi terhadap Niat Beli Jasa Penerbangan Elang Air* ini ditulis sebagai upaya untuk memperbanyak perbendaharaan kepustakaan ilmu sosial, khususnya bidang Ilmu Komunikasi. Penekanan utama dari materi buku ini adalah penjelasan mengenai konsep, teori dan penerapan metode mengenai peranan teori persuasi dual proses yang digunakan untuk menguji persuasi yang terjadi sebagai realitas pada *route central* dan *route peripheral* yang melibatkan kognisi secara intensif. Bahasan mengenai penggunaan iklan dua sisi pada iklan jasa penerbangan Elang Air dapat kita temukan dalam buku ini. Buku ini menggunakan bahasa sederhana dalam pemahaman iklan dua sisi pada objek yang diteliti, agar penerapan konsep, teori dan metodenya dapat dengan mudah diaplikasikan. Diharapkan setelah selesai membaca buku ini, pembaca akan dapat memahami pentingnya bahwa iklan dua sisi dapat menambah pengetahuan dan sebagai sarana pendidikan. Sebab iklan dua sisi mengandung informasi lengkap, karena dalam satu format terdapat argumentasi negatif dan positif suatu produk.

Penerbit ANDI

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