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marketing

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American Indian Studies (6 titles)	Irish Studies (47 titles)
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Aquatic Sciences (15 titles)	Language & Literature (226 titles)
Archaeology (62 titles)	Latin American Studies (37 titles)
Architecture & Architectural History (27 titles)	Law (72 titles)
Art & Art History (171 titles)	Library Science (10 titles)
Asian Studies (53 titles)	Linguistics (26 titles)
Astronomy (1 title)	Management & Organizational Behavior (25 titles)

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Menu Utama



The screenshot shows the JSTOR website's main navigation area. At the top, there are links for 'JSTOR HOME', 'SEARCH', 'BROWSE', and 'MyJSTOR'. The 'SEARCH' dropdown menu is highlighted with a red box and contains 'Advanced Search' and 'Citation Locator'. A text box explains that these two sub-menus are useful for starting a search, either generally or in detail. Below the navigation, there is a search bar with the word 'marketing' entered. A red box around the search bar is annotated with 'Ini disebut dengan basic search'. To the right of the search bar is a 'SEARCH' button. Below the search bar is a 'BROWSE BY DISCIPLINE' section with a grid of links to various academic fields and the number of titles available in each. On the right side of the page, there is a sidebar with the JSTOR logo, a 'Login' link, and several news and update sections including 'PARTICIPATE IN JSTOR', 'RENEW YOUR CURRENT SUBSCRIPTIONS', and 'CONTENT UPDATE'.

JSTOR HOME SEARCH BROWSE MyJSTOR

Advanced Search
Citation Locator

Pada menu *Search*, terdapat 2 sub menu yang berguna untuk memulai pencarian, apakah secara umum ataupun detail

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SEARCH

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Ini disebut dengan *basic search*

SEARCH

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The screenshot shows the JSTOR website interface. At the top, there is a navigation bar with links for "JSTOR HOME", "SEARCH", "BROWSE", and "MyJSTOR". The "BROWSE" menu is highlighted with a red box, and a dropdown menu is visible with three options: "by Discipline", "by Title", and "by Publisher". A red box highlights this dropdown menu, and a text box next to it explains that there are three sub-menus available for selection based on the search criteria.

Pada menu *Browse*, terdapat 3 sub menu dimana kita dapat memilih pencarian berdasarkan 3 sub menu tersebut

The main content area features a search bar with the text "marketing" and a "SEARCH" button. Below the search bar, there is a "BROWSE BY DISCIPLINE" section with a grid of links to various academic disciplines and the number of titles available for each. On the right side, there is a sidebar with a "NEWS" section containing links for "PARTICIPATE IN JSTOR", "RENEW YOUR CURRENT SUBSCRIPTIONS", and "CONTENT UPDATE".

SEARCH

marketing

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BROWSE BY DISCIPLINE

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- Saved Citations
- Saved Searches
- Alerts
- Profile

Pada menu *MyJSTOR*, terdapat 4 sub menu yaitu kumpulan data yang dapat diakses apabila anda memiliki account pada JSTOR

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SEARCH

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PDF Summary
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Ted C. Schroeder Allen M. Featherstone

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Search within these results

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Setelah kita pilih *save citation* dan *track citation*, maka akan otomatis terbuka halaman baru pada web browser yang berisikan form untuk *login*

Menu Pencarian

The screenshot shows the JSTOR search page. At the top, there are navigation links: JSTOR HOME, SEARCH, BROWSE, and MyJSTOR. A search bar is located in the top right. Below the search bar, there are options for 'Advanced Search' with links to 'View Tutorial' and 'Search Help'. A search input field is present, and a dropdown menu is open, showing options: full-text, full-text, author, item title, abstract, and caption. A red arrow points to the 'full-text' option in the dropdown. To the right of the dropdown, a red box contains the text: 'Berdasarkan full text, nama penulis, judul, abstrak, dan keterangan'. Below the search bar, there are checkboxes for 'Include only content I can access' and 'Include links to external content'. A 'SEARCH' button is located below these options. The 'NARROW BY:' section includes filters for 'ITEM TYPE' (Article, Review, Misc, Pamphlet), 'DATE RANGE' (From, To), and 'LANGUAGE' (All Languages). Below this, there is a 'PUBLICATION TITLE' input field. The 'NARROW BY DISCIPLINE AND/OR PUBLICATION TITLE:' section lists various disciplines with their respective title counts: African American Studies (16 titles), African Studies (42 titles), American Indian Studies (8 titles), Anthropology (58 titles), and Aquatic Sciences (15 titles). On the right side of the page, there is a banner for 'Plant Science' with the text: 'Explore plant biodiversity using more than a million specimens, paintings, drawings, notes, and more!'. The bottom of the page shows a Windows taskbar with 'Done', 'Internet', and '85%'.

Ini merupakan halaman awal dari menu *browse*, dimana kita dapat mencari data dengan lebih spesifik, karena tidak hanya kata kunci, namun ada beberapa fitur yang dapat mempersempit pencarian, sehingga lebih spesifik

Berdasarkan full text, nama penulis, judul, abstrak, dan keterangan

Menu Pencarian



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Advanced Search [View Tutorial](#) | [Search Help](#)

full-text

AND full-text

AND full-text

AND full-text

ADD A FIELD +

Include only content I can access

Include links to external content

SEARCH

NARROW BY:

ITEM TYPE	DATE RANGE	LANGUAGE
<input type="checkbox"/> Article	From <input type="text"/>	All Languages
<input type="checkbox"/> Review	To <input type="text"/>	All Languages
<input type="checkbox"/> Misc	yyyy, yyyy/mm, yyyy/mm/dd	English
<input type="checkbox"/> Pamphlet		Dutch
		French
		German
		Italian
		Latin
		Portuguese
		Spanish

PUBLICATION TITLE

NARROW BY DISCIPLINE AND/OR PUBLICATION TITLE:

- African American Studies (16 titles)
- African Studies (42 titles)
- American Indian Studies (6 titles)

RECENT SEARCHES

Run a search from this session...

SEARCH

JSTOR Plant Science
Explore plant biodiversity using more than a million specimens, paintings, drawings, notes, and more!

Done Internet 85%

Kita dapat menambahkan kolom yang dapat diisi dengan kata kunci yang lainnya, sehingga lebih spesifik lagi

Berdasarkan tipe dari data, tanggal, bahasa, dan judul publikasi

Menu Pencarian



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Citation Locator [View Tutorial](#) | [Search Help](#)

Enter as much information about the item as possible.

Item Title:

Author:

Select one or more titles:
To make multiple selections, hold the control or command key.

All Titles

- 14th Century English Mystics Newsletter
- 19th-Century Music
- 291
- 4S Review
- AAUP Bulletin
- AAU Today
- Abstracts of the Papers Communicated to the Royal Society of London

ISSN/E-ISSN:

Example: 1359-0987 or 13590987

Volume: **Issue:** **Start Page:**

Month/Season: **Day:** **Year:** (yyyy)

SEARCH

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Internet 85%

Di sini kita dapat mencari letak dari kutipan tersebut berada dengan mengisi judul, pengarang, volume buku, dan tanggal terbit

Menu Lihat



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Browse by Discipline

← Berdasarkan topic pelajaran

African American Studies (16 titles)	History (247 titles)
African Studies (42 titles)	History of Science & Technology (26 titles)
American Indian Studies (6 titles)	Irish Studies (47 titles)
Anthropology (56 titles)	Jewish Studies (8 titles)
Aquatic Sciences (15 titles)	Language & Literature (226 titles)
Archaeology (62 titles)	Latin American Studies (37 titles)
Architecture & Architectural History (27 titles)	Law (72 titles)
Art & Art History (171 titles)	Library Science (10 titles)
Asian Studies (53 titles)	Linguistics (26 titles)
Astronomy (1 title)	Management & Organizational Behavior (25 titles)
Bibliography (15 titles)	Marketing & Advertising (11 titles)
Biological Sciences (234 titles)	Mathematics (66 titles)
Botany & Plant Sciences (53 titles)	Middle East Studies (37 titles)
British Studies (17 titles)	Music (83 titles)
Business (167 titles)	Paleontology (12 titles)
Classical Studies (45 titles)	Performing Arts (18 titles)
Developmental & Cell Biology (11 titles)	Philosophy (78 titles)
Ecology & Evolutionary Biology (72 titles)	Political Science (116 titles)
Economics (121 titles)	Population Studies (27 titles)
Education (116 titles)	Psychology (15 titles)
Feminist & Women's Studies (26 titles)	Public Policy & Administration (32 titles)
Film Studies (13 titles)	Religion (60 titles)
Finance (15 titles)	Slavic Studies (14 titles)
Folklore (24 titles)	Sociology (85 titles)
General Science (27 titles)	Statistics (46 titles)
Geography (22 titles)	Transportation Studies (2 titles)
Health Policy (22 titles)	Zoology (64 titles)
Health Sciences (32 titles)	

Pada menu ini, kita dapat melihat data yang kita inginkan.

Ada beberapa kategori untuk melihat data tersebut, berdasarkan topic pelajaran, judul, dan penerbit.

Pada masing-masing sub yang telah terbagi, terdapat jumlah artikel yang terkait

Done Internet 85%

Menu Lihat



American Indian Studies (6 titles)	Coverage	External Content
★ American Indian Law Review	1973-2009	
★ American Indian Quarterly	1974-2011	
★ International Journal of American Linguistics	1917-2011	
★ Studies in American Indian Literatures	1980-2010	
★ Newsletter of the Association for Study of American Indian Literatures	1977-1979	
★ Wicazo Sa Review	1985-2007	2008

[\(back to top\)](#)

Anthropology (56 titles)	Coverage	External Content
★ American Anthropologist	1888-2003	2004-2009
★ Transactions of the Anthropological Society of Washington	1879-1883	
★ American Antiquity	1935-2008	
★ American Ethnologist	1974-2003	2004-2010
★ Annual Review of Anthropology	1972-2005	
★ Biennial Review of Anthropology	1959-1971	
★ Anthropologica	1955-2007	
★ Anthropological Linguistics	1959-2008	
★ Anthropological Quarterly	1953-2007	2008-2010
★ Primitive Man	1928-1952	
★ Anthropology & Education Quarterly	1976-2003	2004-2009
★ Council on Anthropology and Education Quarterly	1974-1976	
★ Council on Anthropology and Education Newsletter	1970-1973	
★ Anthropology Today	1985-2005	2006-2009
★ RAIN	1974-1984	
★ Archaeology in Oceania	1981-2005	
★ Archaeology & Physical Anthropology in Oceania	1986-1980	
★ Arctic Anthropology	1962-2005	

Contoh dari topic yang kita pilih, terlihat berapa banyak artikel yang terkait dan jangka waktunya

Menu Lihat



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Search

Browse by Title ← Berdasarkan judul

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

↑ Terdapat huruf-huruf yang membantu dalam mencari data

- ✓ You have access to this content
- ◐ You have access to part of this content
- 🔗 Full text on external site
- ★ Citation access – see [access options](#)

0-9	Coverage	External Content
★ 14th Century English Mystics Newsletter	1974-1983	External Content
★ 19th-Century Music	1977-2010	
★ 291	1915-1916	
★ 4S Review	1983-1985	

[\(back to top\)](#)

A	Coverage	External Content
★ AAUP Bulletin	1956-1978	
★ AAV Today	1987-1988	
★ Abstracts of the Papers Communicated to the Royal Society of London	1843-1850	
★ Abstracts of the Papers Printed in the Philosophical Transactions of the Royal Society of London	1800-1837	
★ Academe	1979-2007	
✓ The Academy of Management Executive (1987-1989)	1987-1989	
✓ The Academy of Management Executive (1993-2005)	1993-2005	
✓ The Academy of Management Journal	1963-2005	
★ Academy of Management Learning & Education	2002-2005	
✓ The Academy of Management Review	1976-2005	

Waiting for <http://www.jstor.org/action/showJournals?browseType=title...>

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K	Coverage	External Content
Keats-Shelley Journal	1962-2007	
The Kenyon Review	1939-2007	
Kerry Archaeological Magazine	1908-1918	
Kew Bulletin	1946-2007	
Kiva	1935-2007	
The Knight Errant	1892-1893	
Knowsley Pamphlet Collection	1792-1868	

Contoh dari huruf yang kita pilih, terlihat berapa banyak artikel yang terkait dan jangka waktunya

[\(back to top\)](#)

L	Coverage	External Content
Labour / Le Travail	1976-2005	
Labour History	1963-2010	
Land Economics	1948-2007	
Language	1925-2005	2006-2008
Language Acquisition	1980-2005	
Language in Society	1972-2005	2006-2007
Language Resources and Evaluation	2005-2007	2009
Latin American Antiquity	1990-2008	
Latin American Literary Review	1972-2007	
Latin American Music Review / Revista de Música Latinoamericana	1980-2007	2008-2009
Latin American Perspectives	1974-2007	
Latin American Politics and Society	2001-2007	2008-2009
Latin American Research Review	1965-2007	2008-2009
Law and Contemporary Problems	1933-2005	
Law and History Review	1983-2007	
Law and Human Behavior	1977-2007	2008-2009
Law and Literature	2002-2010	

Menu Lihat



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Search

Browse by Publisher ← Berdasarkan penerbit

0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

↑ Terdapat huruf-huruf yang membantu dalam mencari data

✓ You have access to this content

◐ You have access to part of this content

🔗 Full text on external site

★ Citation access – see [access options](#)

A	Coverage	External Content
<u>Academy of American Franciscan History</u>		
★ The Americas	1944-2007	2008-2010
<u>Academy of Management</u>		
✓ The Academy of Management Executive (1993-2005)	1993-2005	
✓ The Executive	1990-1993	
✓ The Academy of Management Executive (1987-1989)	1987-1989	
✓ The Academy of Management Journal	1963-2005	
✓ The Journal of the Academy of Management	1958-1962	
★ Academy of Management Learning & Education	2002-2005	
✓ The Academy of Management Review	1976-2005	
<u>Academy of Natural Sciences</u>		
★ Proceedings of the Academy of Natural Sciences of Philadelphia	1841-2007	2008-2009
<u>The Academy of Political Science</u>		
★ Political Science Quarterly	1886-2005	
★ Proceedings of the Academy of Political Science	1928-1991	
★ Proceedings of the Academy of Political Science in the City of New York	1910-1928	
<u>Accounting Research Center, Booth School of Business, University of Chicago</u>		
✓ Journal of Accounting Research	1983-2005	2006-2010

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D	Coverage	External Content
<u>Dalharna University Centre for Irish Studies</u>		
★ Nordic Irish Studies	2002-2007	
<u>Dante Society of America</u>		
★ Dante Studies, with the Annual Report of the Dante Society	1966-2007	
★ Annual Report of the Dante Society, with Accompanying Papers	1955-1965	
★ Annual Reports of the Dante Society	1882-1954	
<u>Department of Celtic Languages & Literatures, Harvard University</u>		
★ Proceedings of the Harvard Celtic Colloquium	1981-2006	
<u>Department of English and Comparative Literature, American University in Cairo and American University in Cairo Press</u>		
★ Alif: Journal of Comparative Poetics	1981-2007	
<u>Department of English Language and Literature at Eastern Michigan University</u>		
★ Journal of Narrative Theory	1999-2005	
★ The Journal of Narrative Technique	1971-1998	
<u>Department of History, National University of Singapore</u>		
★ Journal of Southeast Asian Studies	1970-2005	
★ Journal of Southeast Asian History	1960-1969	
<u>Department of Spanish and Portuguese, University of Arizona</u>		
★ Arizona Journal of Hispanic Cultural Studies	1997-2007	
<u>Department of the Classics, Harvard University</u>		
★ Harvard Studies in Classical Philology	1890-2007	
<u>Design History Society</u>		
★ Journal of Design History	1988-1999	2000-2009
<u>Deutscher Kunstverlag GmbH Munchen Berlin</u>		
★ Zeitschrift für Kunstgeschichte	1932-2005	
<u>Deutsches Volksliedarchiv</u>		
★ Lied und populäre Kultur / Song and Popular Culture	2000-2005	
★ Jahrbuch für Volksliedforschung	1928-1999	
<u>Dublin Penny Journal</u>		

Contoh dari penerbit yang di pilih, terlihat berapa banyak artikel yang terkait dan jangka waktunya

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Done Internet 85%

Pada menu ini, kita dapat melihat data yang telah kita simpan, kutipan yang telah kita simpan, peringatan akan artikel baru, dan profil dari data kita

Kita perlu melakukan **login** untuk dapat menggunakan fasilitas ini

Jika kita lupa akan username dan password, kita dapat memasukkan alamat email kita, lalu password dan username kita akan dikirimkan lewat email pemberitahuan

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- Save citations
- Email and export saved citations
- Save and run searches
- Receive email alerts for saved searches, tracked journals (eToC), and tracked citations

USERNAME, PASSWORD, AND EMAIL:

Username: (minimum 6 characters) (required)

Password: (minimum 6 characters) (required)

Confirm password (required)

Email (required)

Confirm email (required)

PROFILE INFORMATION

First Name (required)

Last Name (required)

Institution or Organization

Profession:

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Done Internet 85%

Jika belum memiliki akun, kita dapat mendaftarkan diri pada kolom **register**, lalu akan muncul form seperti ini.

Isilah dengan data pribadi yang benar, maka kita dapat menggunakan fasilitas pada MyJSTOR

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- On the [Saved Searches](#) page, you can manage your saved searches.
- On the [Alerts](#) page, you can manage your eToC and Track Citation alerts.
- Update your [Profile](#).

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Setelah berhasil melakukan pendaftaran, maka akan muncul windows seperti ini, yang menandakan kita sudah dapat menggunakan fasilitas pada MyJSTOR

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1 saved citation

Saved Citations

1 Citation(s)

Sort by: GO

Select/unselect all [Export Citation](#) [Email Citation](#) [Track Citation](#) [Delete](#)

	Date Saved
<input type="checkbox"/> Doing the Right Thing or Doing the Thing Right: Allocating Resources between Marketing Research and Manufacturing James D. Hess, Marilyn T. Lucas Management Science , Vol. 50, No. 4, Special Issue on Marketing and Operations Management Interfaces and Coordination (Apr., 2004), pp. 521-528	02/17/2011

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Saved Searches

Saved search name	Alert	Saved on	Last run on ▼	
marketing	Daily	Feb 17, 2011	Feb 17, 2011	Run Delete

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Dengan ini, kita dapat ingat apa saja yang sudah pernah kita cari dan tidak perlu di cari ulang, hanya tinggal pilih *run*, maka akan otomatis mencari

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- Alerts when future content listings are announced.
- Citation alerts for the journals of your choice.

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ETOC ALERTS

Delete All

You have not subscribed to any journals.

TRACK CITATION ALERTS

Delete All

You will be notified when newly published content cites the following articles.

Article	Delete Alert
Doing the Right Thing or Doing the Thing Right: Allocating Resources between Marketing Research and Manufacturing Management Science , Vol. 50, No. 4, Special Issue on Marketing and Operations Management Interfaces and Coordination (Apr., 2004), pp. 521-526	Delete

←

Berikut ini adalah tampilan dari fasilitas pada MyJSTOR yaitu *alerts*

Dapat dilihat bahwa telah dilakukan *tracking alerts*, sehingga menurut jangka waktu yang telah ditentukan sebelumnya, kita akan menerima email peringatan akan adanya artikel baru yang berkaitan

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USERNAME AND EMAIL

MyJSTOR Username: mariamo88

Email: (required)

TO CHANGE YOUR PASSWORD

Enter old password:

Choose new password:

Confirm new password:

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Name: mega olga

Institution or Organization:

Profession:

Primary Area of Study:

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Done Internet 85%

Berikut ini adalah tampilan dari fasilitas pada MyJSTOR yaitu *profile*

Isi dari fasilitas ini adalah data pribadi dari pemilik. Data ini dapat di ubah dan di perbaharui sesuai keinginan

Terima Kasih

