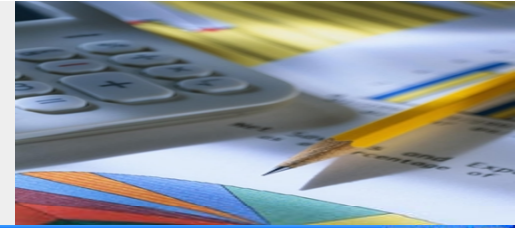


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Untuk memulai masuk ke website JSTOR, anda dapat menuliskan alamat website <http://www.jstor.org> pada browser anda

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SEARCH

marketing

Advanced Search

SEARCH

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<a href="#">African Studies (42 titles)</a>	<a href="#">History of Science &amp; Technology (26 titles)</a>
<a href="#">American Indian Studies (6 titles)</a>	<a href="#">Irish Studies (47 titles)</a>
<a href="#">Anthropology (56 titles)</a>	<a href="#">Jewish Studies (8 titles)</a>
<a href="#">Aquatic Sciences (15 titles)</a>	<a href="#">Language &amp; Literature (226 titles)</a>
<a href="#">Archaeology (62 titles)</a>	<a href="#">Latin American Studies (37 titles)</a>
<a href="#">Architecture &amp; Architectural History (27 titles)</a>	<a href="#">Law (72 titles)</a>
<a href="#">Art &amp; Art History (171 titles)</a>	<a href="#">Library Science (10 titles)</a>
<a href="#">Asian Studies (53 titles)</a>	<a href="#">Linguistics (26 titles)</a>
<a href="#">Astronomy (1 title)</a>	<a href="#">Management &amp; Organizational Behavior (25 titles)</a>

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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'.

SEARCH ▾  
Advanced Search  
Citation Locator

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

marketing

Ini disebut dengan *basic search*

SEARCH

## BROWSE BY DISCIPLINE

- |  |  |
|--|--|
| <a href="#">African American Studies (16 titles)</a>                 | <a href="#">History (247 titles)</a>                                 |
| <a href="#">African Studies (42 titles)</a>                          | <a href="#">History of Science &amp; Technology (26 titles)</a>      |
| <a href="#">American Indian Studies (6 titles)</a>                   | <a href="#">Irish Studies (47 titles)</a>                            |
| <a href="#">Anthropology (56 titles)</a>                             | <a href="#">Jewish Studies (8 titles)</a>                            |
| <a href="#">Aquatic Sciences (15 titles)</a>                         | <a href="#">Language &amp; Literature (226 titles)</a>               |
| <a href="#">Archaeology (62 titles)</a>                              | <a href="#">Latin American Studies (37 titles)</a>                   |
| <a href="#">Architecture &amp; Architectural History (27 titles)</a> | <a href="#">Law (72 titles)</a>                                      |
| <a href="#">Art &amp; Art History (171 titles)</a>                   | <a href="#">Library Science (10 titles)</a>                          |
| <a href="#">Asian Studies (53 titles)</a>                            | <a href="#">Linguistics (26 titles)</a>                              |
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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 on the "Browse" menu, there are 3 sub-menus where users can choose their search based on these three categories.

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 "PARTICIPATE IN JSTOR" and "RENEW YOUR CURRENT SUBSCRIPTIONS", and a "CONTENT UPDATE" section for "ARTS & SCIENCES IX" and "JSTOR PLANT SCIENCE".

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With more  
her  
mic

SEARCH

marketing

SEARCH

Advanced Search

BROWSE BY DISCIPLINE

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SEARCH

marketing

SEARCH

[Advanced Search](#)

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JSTOR HOME SEARCH BROWSE MyJSTOR

SEARCH

marketing

Advanced Search

SEARCH

Kita akan mulai pencarian dengan *basic search* yang terdapat pada halaman utama JSTOR. Kita hanya perlu memasukkan kata kunci, lalu klik *search*

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Vol. 50, No. 4, Special Issue on Marketing and Operations Management Interfaces and Coordination (Apr., 2004), pp. 521-528  
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Berdasarkan full text, nama penulis, judul, abstrak, dan keterangan

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- 291
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- AAUP Bulletin
- AAU Today
- Abstracts of the Papers Communicated to the Royal Society of London

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

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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



# Menu Lihat



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

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

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

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0-9	Coverage	External Content
★ <a href="#">14th Century English Mystics Newsletter</a>	1974-1983	External Content
★ <a href="#">19th-Century Music</a>	1977-2010	
★ <a href="#">291</a>	1915-1916	
★ <a href="#">4S Review</a>	1983-1985	

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

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<a href="#">The Kenyon Review</a>	1939-2007	
<a href="#">Kerry Archaeological Magazine</a>	1908-1918	
<a href="#">Kew Bulletin</a>	1946-2007	
<a href="#">Kiva</a>	1935-2007	
<a href="#">The Knight Errant</a>	1892-1893	
<a href="#">Knowsley Pamphlet Collection</a>	1792-1868	

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<a href="#">Labour History</a>	1963-2010	
<a href="#">Land Economics</a>	1948-2007	
<a href="#">Language</a>	1925-2005	2006-2008
<a href="#">Language Acquisition</a>	1980-2005	
<a href="#">Language in Society</a>	1972-2005	2006-2007
<a href="#">Language Resources and Evaluation</a>	2005-2007	2009
<a href="#">Latin American Antiquity</a>	1990-2008	
<a href="#">Latin American Literary Review</a>	1972-2007	
<a href="#">Latin American Music Review / Revista de Música Latinoamericana</a>	1980-2007	2008-2009
<a href="#">Latin American Perspectives</a>	1974-2007	
<a href="#">Latin American Politics and Society</a>	2001-2007	2008-2009
<a href="#">Latin American Research Review</a>	1965-2007	2008-2009
<a href="#">Law and Contemporary Problems</a>	1933-2005	
<a href="#">Law and History Review</a>	1983-2007	
<a href="#">Law and Human Behavior</a>	1977-2007	2008-2009
<a href="#">Law and Literature</a>	2002-2010	



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

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

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