Jurnal Komunitas 5 (2) (2013): 138-150

JURNAL KOMUNITAS

Research & Learning in Sociology and Anthropology

http://journal.unnes.ac.id/nju/index.php/komunitas

PROTEST AND CONSUMER: A CONTENT ANALYSIS OF EBSCO ELECTRONIC DATABASE ACROSS 50 YEARS

Kresno A. Hendarto[1]✉, Basu S. Dharmmesta[2], B.M. Purwanto[2], Moira M.M. Moeliono[3]

[1]Balai Penelitian Teknologi Hasil Hutan Bukan Kayu Mataram, NTB
[2]Fakultas Ekonomika dan Bisnis, Universitas Gadjah Mada, Yogjakarta
[3]Center for International Forestry Research, Bogor

Article History

Received : June 2012
Accepted : August 2013
Published : Sept 2013

Keywords

Consumer; Ebsco; Protest; Review Literature

Abstract

The objective of this research is to review the articles of protest and consumer in EBSCO electronic journal. The objective will be achieved by answering the following questions: (i) what is the method of reviewed articles with the topic of protest; and (ii) what agenda of future research? The results showed that most reviewed articles used qualitative approach. Most research are empirical in nature. For articles of empirical research, most of the data were obtained through observation and were analyzed descriptively. Literature on protest and consumer can be classified into 3 main categories: (1) discussing about the frequency, cause, and objective of protest; (2) discussing about the consequence of protest; and (3) discussing about the motivation of individuals in taking part in the protest. Reviewing also showed that there are major gaps from the previous research including the fact that attitude is not the focal point in explaining why consumers take part in protest and no article discussed consumers' attitude to the object taking part in the protest.

PROTES DAN KONSUMEN: ANALISIS ISI TERHADAP DATABASE ELEKTRONIK EBSCO 50 TAHUN TERAKHIR

Abstrak

Tujuan penelitian ini adalah melakukan ulas balik artikel-artikel bertopik protes dan konsumen pada *database* elektronik EBSCO. Tujuan tersebut akan dicapai dengan menjawab pertanyaan penelitian sebagai berikut: (i) apa metode dan sifat dasar dari artikel yang bertopik protes; dan (ii) agenda penelitian apa yang masih terbuka ke depan? Hasil analisis menunjukkan bahwa kebanyakan artikel yang direview menggunakan pendekatan kualitatif. Kebanyakan artikel merupakan penelitian empiris. Untuk artikel penelitian empiris, mayoritas data diperoleh dengan cara observasi, dan dianalisis secara deskriptif. Literatur tentang protes dan konsumen dapat digolongkan dalam 3 bagian besar, yaitu (1) yang membahas tentang frekuensi, sebab, dan tujuan protes; (2) yang membahas tentang konsekuensi dari protes; dan (3) yang membahas tentang motivasi individu yang mendasari untuk berpartisipasi dalam protes. Ada beberapa kesenjangan dalam penelitian-penelitian sebelumnya, diantaranya adalah bahwa sikap bukan merupakan fokus dalam menjelaskan mengapa konsumen melakukan protes dan belum ada dari artikel tersebut yang melihat sikap konsumen terhadap objek yang melakukan protes.

✉ Corresponding author :
Address: Mutihan RT 02/ RW 03, Madurejo, Prambanan, Sleman, D.I. Yogjakarta 55572
E-mail: kresnoah@yahoo.com

ISSN 2086-5465

INTRODUCTION

Kompas Daily, 10 September 2013, informed that from Monday (9/9) to Wednesday (11/11), tofu and tempe would not be available in Jakarta, Surabaya, Bandung, Sukoharjo, Kendal, Magelang, Yogyakarta or even worse, throughout Indonesia. Thousands of producers of tofu and tempe were on strike. They demanded the govenrment to take over the management of soy trade in order to ensure the adequate supply of soy at affordable price. About sixteen months before, Kompas Daily, 28 May 2012, also informed that the American top singer, Lady Gaga, cancelled her concert in Indonesia because of no security guarantee. The cancellation was informed by the Lady Gaga's management to the promotor in Indonesia Sunday (27/5) morning. The promotor, "Big Daddy Entertainment", announced it on Sunday (27/5) noon. According to the lawyer of "Big Daddy Entertainment", Minola Sebayang, the cancellation was decided by Lady Gaga's management because of insecurity. They worried about the security of the singer, crews, and spectators if the concert took place. There was lack of security guarantee after the protest from some civil groups. Moreover the regional police of Jakarta was reluctant to ensure security as indicated in their statement of not recommending the concert to take place.

In another country, Jensen (2008) states that when 12 caricature of Prophet Muhammad was published in Dannish Newspaper, Jyllands-Posten, 30 September 2005, there were protests in the Midle East. As results of the protest, for some time the products made in Denmark disappeared from the shop shelves, including the French Supermarket Carrefour. Previously, when United States of America invaded Iraq, France, as a member of the Security Council of United Nations, did not take part. This also resulted in protest in USA so that it led to the decrease of wine products made in France of 27% (Chavis and Leslie, 2009). Such was also the case when the Australian protested the France's nuclear testing in 1995 at Pacific region. The survey made before, during, and after that showed that there was negative reaction from consumers in Australia to French Country and products. And only 10 years later, in 2005, the survey showed that orientation to French products, like the attitude to French Country and citizens recovered (Heslop, Lu, and Cray, 2009).

From what is mentioned above, by taking the articles from the electronic journal of EBSCO, the objective of this research is to describe how the published research about protest and consumer are performed. The assumption is that knowledge is normal science. The label of normality means that some research related to the phenomenon was based fully on scientific achievement by scholar communities in the past (Kuhn, 2005). Sunarto (2011) notes that the term paradigm the meaning of which is equalized to normal science is intended to provide a practical model for acceptable actual knowledge in which we can find law, theory, application, and instrumentation-that reflects the coherence of traditions (qualitative or quantitative). In other words, the accumulation of knowledge from previous researchs become the basis for what we are going to research and write. Scientific researchs is collective effort of some researchers who share their results with one another and who pursue knowledge as a community (Neuman, 2000). Therefore, specifically, the questions of the study to be answered in this research are: (i) what is method and nature of reviewed articles with the topic of protest; and (ii) what agenda of future research?

RESEARCH METHOD

Content analysis is a systematic process of message analysis in different types of communication. Content analysis is defined as "a technique extended between qualitative and quantitative methods" (Duncan, 1989). There are 2 types of content analysis: conceptual analysis and relational analysis. Siregar, Dagnino, and Garraffo (2009) mention that while relational analysis deals with examining relationships among concepts in texts, conceptual analysis further by quantifying the presence frequency of concepts represented by words of phrase. Titscher, Mayer, Wodak, and Vetter (2000) inform that the main core and tool in content analysis is the categorization system: each unit of analysis has to be coded or, in other words, allocated in one of more categories.

The population of the research is the articles taken from the database of EBSCO, while the scope of the research is all articles that meet the criteria of: (1) having the key words (analysis unit) of "protest" and "consumer"; (2) full text, scholarly (peer reviewed) journals, and references available. The sampling technique is saturation sampling. Saturation sampling is defined as all sample elements in a particular population with the characeristics expected by the researcher (Black and Champion, 1976).

The definition of operational variables of the research are as follow:

a) EBSCO is the paid online database of scientific articles that can be accessed by subscription.
b) Protest is a form of spontaneous and temporary collective action which is not planned and is episodic to reach a particular objective.
c) Consumer is an individual who purchase or use the goods or services.
d) Articles are the manuscript written by an author or more on a particular subject.
e) Approach of research is the paradigm used in the research including: (1) positivism, using quantitative methods to test the generalization of hypotetiko-deductive; and (2) phenomenological, using qualitative and naturalistic approach, which holistically understands human experiences in special context (Idrus, 2007).
f) Design of data gathering is the method in which data of research is obtained. Adam, Khan, Raeside, and White (2007) inform that there are some methods to collect data, including observation, experiment, survey, interview, diary methods, case studies, data storage, and triangulation.

Data collection is performed by using the computer at the Faculty of Economics and Business, Master and Doctoral Program of Gadjah Mada University on June 10, 2012. The data needed in the study is secondary data, that is the articles published in the database of EBSCO. The use of database of EBSCO is based on the results of research performed by Blessinger and Olle (2004). They compare 3 online database of EBSCO, ASAP, and ProQuest collected in November 2002. The comparison, that includes scope of subject; title of article; accessibility; and article trend, show that EBSCO is the "deepest" database and presents the largest number of articles, has the longest duration, and has the best peer review. In addition, EBSCO is also the most aggressive online database in adding new titles of article in the recent.

Berelson (1952) informs that in most cases validity does not seem to be a major problem in content analysis. With careful operational definition and accurate and correct indicator selection, the coding sheet is assumed to measure what it should be measured. In other words, it is enough to measure the validity by using face validity. Meanwhile reliability testing in this study is performed by inter coder reliability. This testing is performed to ensure the objectivity of data that will be analyzed and also to ensure the reliability of the used analysis technique. In this study reliability is tested by Holsti's coeficient of realibility (1963).

$$R = \frac{2(C_{1,2})}{C_1 + C_2}$$

Where: $C_{1,2}$ = the number of catagory assignments on which all coder agree, and C_1, C_2 = the sum of all catagory assignments by all coder. After validity and reliability testing, sample article was descriptively analyzed. Descriptive analysis was performed by contextualizing the article sample. Contextualization was performed by coding the consensus and difference among the article sample and presented to strengthen arguments.

RESULTS

The preparation of coding sheet is consulted to a researcher at the Faculty of Mathematic and Natural Science, Gadjah Mada University. The objective of this consultation is to test the face validity of coding sheet. What we did was delivering a coding sheet and a letter explaining the objective of the study. Then we got feed back and qualitative comments from the researcher. The Feed back and qualitative comments were then made the basis to improve some operational definition and indicator in order to appropriate with that used by the experts. After that, with the help of the researcher from Institute of Social Studies and University of Charles Sturt, the reliability of the coding sheet was tested.

There is a difference in determining the threshold score of acceptance of reliability coefficient. Krippendorf (2004) reports that the lower limit of acceptance of reliability coefficient is 0.80; Scott in Hasrullah (2001) put it over 0.75; while Berelson (1952) put the coefficient score between 0.79 and 0.96. the calculation of reliability at this study is 0.867 or above the score proposed by Krippendorf and Scott, and between the range suggested by Berelson (Appendix 3).

The articles to be analyzed was sought in the following ways: (1) searching with the keyword of "protest" at EBSCO and 29459 articles were found; (2) added with new key word of "consumer" only 1193 articles remained (decrease of 28266 articles); (2) of the 1193 articles the following key words were consequtively added to result in the lower numbers of article: full text (893 articles), scholarly (peer reviewed) journal (105 articles), and references available (60 articles). The remaining 60 articles were then reviewed. Graphically, the procedures to be taken are as follow:

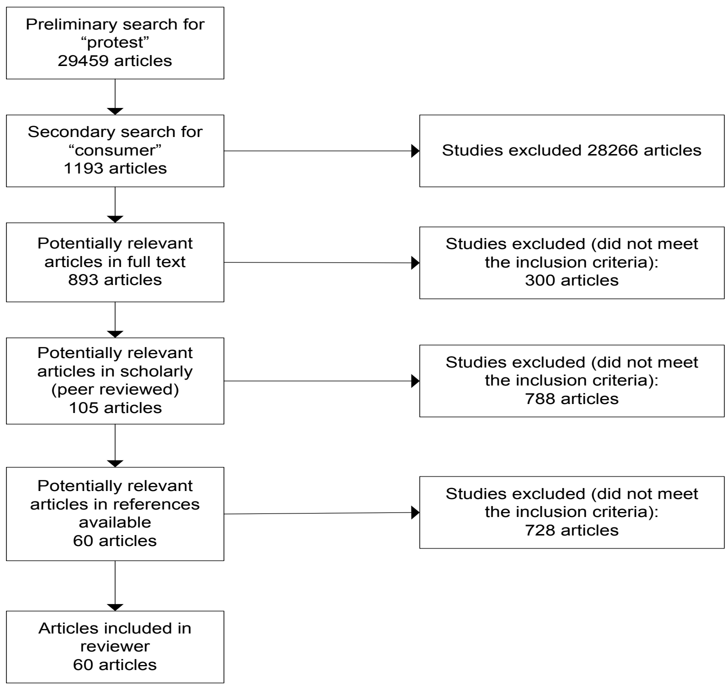

Figure 1. The Systematic Review Flow Diagram

Of the total 60 articles, 16 articles used quantitative approach, 43 articles used qualitative approach, and 1 article used mixed methods. Neuman (2000) stated that quantitative approach emphasizes more on the issues of design, measurement, and sample. This is because it uses deductive approach that emphasizes on detailed plan, data collection, and analysis. On the other hand, qualitative approach emphasizes more on the issues of richness, texture, and feeling of the data. Qualitative approach does not mean to confirm the reality, such as in hypothesis testing. Rather, it "shows" or develop reality which is previously tacit, implicit, and hidden, to be real and explicit, apparent

(Irawan, 2006). The debate or 'war' of paradigm between the proposal of quantitative and qualitative approaches is focused on the advantages and disadvantages of each paradigm. As a result of the debate, a new group known as "the proponent of peace" or "the pragmatics" is then established. The pragmatics see that both paradigms, qualitative and quantitative, are complementary (Tashakkori and Teddlie, 1998). In different words, but in similar meaning, Neuman (2000) states that although qualitative and quantiative approaches are different in many aspects, but they are complementary to each other.

Teddlie and Tashakkori (2010) state that at least there are 3 advantages of mixed methods when compared to single approach. They are: (1) research using mixed methods can answer the questions of research that other methods fail to answer; (2) research using mixed methods gives stronger process of conclusion making; and (3) mixed methods gives chance to provide different perspectivew more widely. In line with that, Woodside (2010) mentions that the use of mixed methods in case studies will result in better accuracy and complexity or coverage so that generalization is possible.

Bryman (1988) proposes 3 main mixed methods. They are: (1) that qualitatie method facilitates quantitative method; (2) quantitative method facilitates qualitative method; and (3) qualitative and quantitative methods are equally applicable. In line with that, Creswell (2003) informs that there are 3 strategies in mixed methods: (1) sequential; (2) concurrent; and (3) transformative. In determining which strategy to be used, he also states that timing, weighting and mixing have to be considered. In the articles written by Pookulangara, Shephard, Mestres (2011), they employed mixed methods to collect data. At phase 1, they interviewed 7 students. Students were interviewed to explore whether the students are appropriate or not as the object of research at phase 2. The interview was conducted with open-coding method to : (1) identify the point of view from member of universities on sweatshops; (2) relation of sweatshops, textile, and garment industry; and (3) students' purchasing behavior. After they found that sample of students were appropriate, they went on phase 2. In other words, according to Creswell's classification, the method that they employed was sequential method; while according to Bryman's classification, what had been done was qualitative method facilitates quantitative method.

Of the 60 articles reviewed, 40 articles are empirical research and the remaining, 20 articles, are non-empirical research (conceptual/ theoretical). In non-empirical research articles, the authors of the articles integrated and resumed what they had known in that area and then synthesize them. The synthesis was then used as the framework for further research.

The data used in the articles of empirical research are primary and secondary data. Churchill (2001) mentions that data can be collected by observation or communication. Adam et al. (2007) notes that there are some ways to collect data: observation, experiment, survey, interview, diary methods, case studies, data storage, and triangulation. Meanwhile Jogiyanto (2004) informs that data can be collected by observation, interview, experiment, survey, and archieval data collection.

Results of the analysis showed that principally in the articles of empirical research, 21 (52.5%) articles had the data collected by observation, 8 (20.0%) articles by survey, 7 (17.5%) articles by interview, while 4 (10.0%) articles by triangulasi methods of either observation and interview; Focus Group and survey; survey and interview; or interview and survey). When the primary and secondary data are already collected, the next phase is data analysis. Most of the data collected were descriptively analyzed, 8 (20.0%) articles used regression analysis, 3 (7.5%) articles used content analysis and case study, 2 (5.0%) articles used event study analysis, and 1 article used hermaneutic, ANOVA, and LISREL. In regression analysis, some of the independent and dependent variables are categorical, and some others continuous. What is meant by catagorical is that the data is grouped on the basis of

Table 1. Approach, Data Gathering, and Method of Reviewed Article

	Total	Empirical	Non-Empirical
Number of Article	60 (100%)	40 (40.00%)	20 (20.00%)
Approach			
Qualitative	42 (70.00%)	22	20
Quantitative	17 (28.30%)	17	0
Mix	1 (1.70%)	1	0
Data Gathering			
Observation	41 (68.30%)	21	20
Survey	8 (13.30%)	8	0
Interview	7 (11.70%)	7	0
Triangulasi	4 (6.70%)	4	0
Method			
Descriptive	41 (68.30%)	18	23
Regression	8 (20.00%)	8	0
Case Study	3 (7.50%)	3	0
Content Analysis	3 (7.50%)	3	0
Event Study	2 (5.00%)	2	0
Hermeneutic	1 (2.50%)	1	0
ANOVA	1 (2.50%)	1	0
LISREL	1 (2.50%)	1	0

particular unit categories and is counted on the basis of the categorization. Therefore, in addition to multiple linear regression analysis, logistic regression analysis (Logit, Probit, Tobit) were also found in the reviewed articles (see Table 2 for detail).

Of the 60 articles reviewed (see appendix 4), it was seen that literature about protest has more balanced topics of research and can be classified into 3 main parts (1) discussing about frequencies, cause, and objective of protest; (2) discussing about consequence of protest; and (3) discussing about motivation of individuals to participate in protest. Because boycott is part of protest, the results were relevant to the research conducted by Hoffmann and Muller (2009); Hendarto, Dharmmestha, Purwanto and Moeliono (2010). In addition, there was no dominant theory to explain the phenomenon of protest. Depending on which side the researchers see protest, when they see protest as a social movement, they are likely to use the theory deriving from sociology. When they see protest as a psychological aspect, then they are likely to use the theory deriving from psychology.

Since the beginning, the perspective of social behavior has given significant contribution by stating that the root of all conflicts, violences, and social movements is dissatisfaction. The form of dissatisfaction may derived from the prevailing norms, unfair social structure, oppressive political system, exploitative economy, group and entity discrimination, all of which can be viewed from different perspectives and ideologies (Manalu, 2009). Reviewing the prior literature find the following major gaps: (1) most literature focus on identification of the determinant factors of why consumers take part in protest (Muraskin, 1972; John and Klein, 2003; Firat, 2004); (2) attitude is not the focal point in explaining why consumers take part in protest; (3) most research focus on protest as an outcome while ignoring that protest may trigger another protest; (4) there is no article focussing on analysis of stakeholders of protest activity by consumers; and (5) there is no article discussing consumers' attitude to the objects taking part in protest.

Considering the aforementioned gaps, further research should be directed to narrow this gaps. *First*, explore which stakeholders, both direct and indirect, take part in consumers' protest. This is in line with what Davidson (1995) informs that research about boycott, as a form of protest, is important for academician at least because of 2 perspectives: (a) helping clarify the theory of stakeholder; and (b) affecting both general consumers and corporate consumers. By getting familiar with protest, those who are related to marketing activity, will be able to determine the steps to be taken (for example: determining which aspect of marketing strategy to be changed, what strategy of communication is needed before, during, and after boycott?, and so on). *Second*, explore the target of protest, whether it is firm or state and identify the appropriate response. This is in line with what Garrett (1987) informs that there are 5 reasons of why marketers have to analyze about boycott, as a form of protest: (1) increased incidence of boycott as a social quirk; (2) more enhanced sponsor of boycott in making effective movement to influence the public; (3) legal outcomes to an extent supporting boycott movement as a form of legal protest; (4) strategy of marketing negating boycott as a suppressing environmental power; and (5) marketing policy boycotts present a "double barrelled" challenge to marketing . Furthermore, the development of democracy and advancement of technology affect why protest has to be understood. The technology of the internet (web) for example, can make people communicate quickly. In web, not only can individuals receive message, but also send message in real time (Vivian, 2008). In addition, digital era has changed the previously conventional consumers, such as the way of communication in the presence of social media and different applications (face book, twitter, etc). *Third*, explore the role of attitude toward object taking part in protest as a mediation of the relation between consumers' personal factors and behavioral intention. Why? This is because our desire to understand and explain social events is strongest when the events are the action of other people and are unexpected, unusual, or distressing (Kamazawa, 1992). In other words (Hestie, 1984; Weiner, 1985) mentions that although there are individual differences, most people ask "why?" about important events that are negative or unexpected.

CONCLUSION

The objective of this research is to describe the articles about protest published in EBSCO electronic database. There were 60 published articles related to protest and consumer. The results showed that most reviewed articles used qualitative approach. It was found that most research were empirical research rather than conceptual/ theoretical. For articles of empirical research, majority of data was obtained through observation, and data was analyzed descriptively. Literature about protest and consumer can be classified into 3 major groups of (1) discussing about frequencies, cause, and objective of protest; (2) discussing about consequence of protest; and (3) discussing about motivation of individuals to participate in protest. Because boycott is part of protest, the result was in line with the research conducted by Hoffmann and Muller (2009) and Hendarto et.al (2010). The results also showed that there were gaps in the prior research. The gaps are that: (1) most literature focus on identification of the determinant factors of why consumers take part in protest; (2) attitude is not the focal point in explaining why consumers take part in protest; (3) most studies focus on protest as an outcome while ignoring that protest may trigger another protest; (4) there is no article focussing on analysis of stakeholders of protest activity by consumers; and (5) there is no article discussing consumers' attitude to the objects taking part in protest. Further research should be directed to narrow these gaps. First, explore which stake-

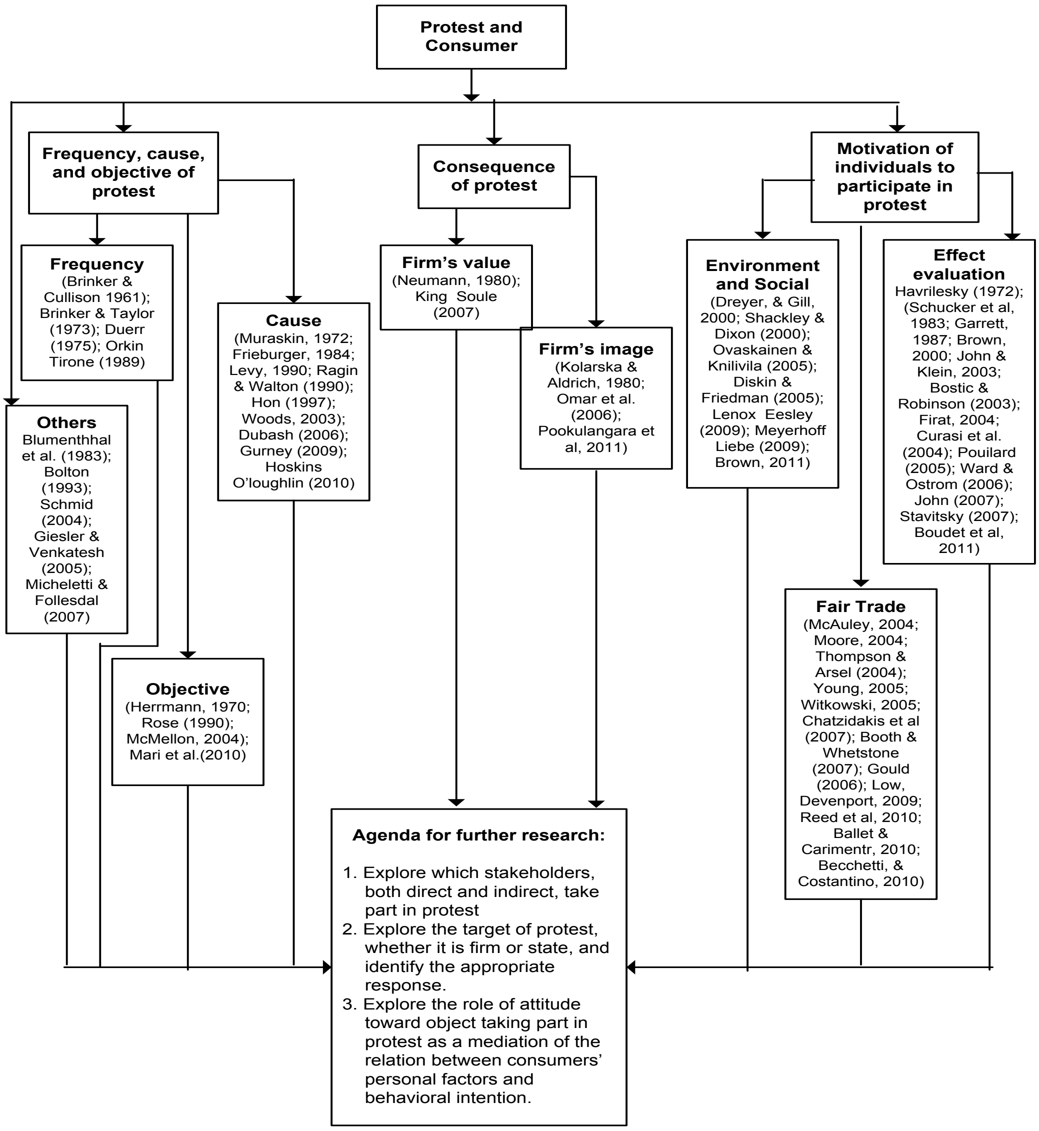

Figure 2. Mapping of Reviewed Article and Agenda for Futher Research

holders, both direct and indirect, take part in consumers' protest. Second, explore the target of protest, whether it is firm or state and identify the appropriate response. Third, explore the role of attitude toward object taking part in protest as a mediation of the relation between consumers' personal factors and behavioral intention.

Stokes (2006) states that the disadvantages of content analysis are: (1) insensitiveness; sometimes content analysis is low credibility method. For example, in analysis of violence in television, the researchers merely counted the frequence while ignoring the difference between revenge, justice claim, or accidental action; (2) content analysis is frequently criticized as being too descriptive; (3) content analysis is criticized as having low credibility; and (4) using content analysis is tiring and time-consuming. The disadvantages can be overcome in the following ways, (1) to overcome the insensitiveness, analysis units (operational definition) can be categorized; (2) to improve the descriptive nature, simple statistic can be employed; (3) the third weakness can be overcome by inter-coder reliability test to avoid coder bias. Krippendorf (2004) informs that the method frequently used is asking two researchers to code similar data, and compare the results; and (4) the last weakness can be minimized using computer and constantly analyzing "what is to be analyzed" and ignoring the unnecessary analysis. Finally, the main weakness of the research is that it merely uses the electronic database of EBSCO. It will be better when we also inlcude other electronic databases such as ASAP, Science Direct, JSTOR, and the like.

ACKNOWLEDGEMENTS

We gratefully acknowledge the comments made by Abdurakhman from Faculty of Mathematic and Natural Science, Gadjah Mada University., Aneka Prawesti Suka from Institute of Social Studies., Lukas Rumboko Wibowo from Charles Sturt University., and M. Safiq from Faculty of Economics and Business, Gadjah Mada University., as well as the anonymous reviewers for their comments on this article. An earlier version of this article was presented at "Seminar Nasional, Call for Paper, dan Pameran Produk UKM", 5 December, 2012, Fakultas Ekonomi Universitas Pembangunan Nasional "Veteran", Yogyakarta.

REFERENCES

Adams, J., Khan, H.T.A., Raeside, R., and White, D. 2007. *Research Methods for Graduate Business and Social Science Students*. Sage: Thousand Oaks.

Ballet, J. and Carimentrand, A. 2010. Fair Trade and the Depersonalization of Ethics. *Journal of Business Ethics*. (92): 317-330.

Becchetti, L., Rosati, F.C. 2007. Global Social Preferences and the Demand for Socially Responsible Products: Empirical Evidence from a Pilot Study on Fair Trade Consumers. *World Economy*. 30 (5): 807-836.

Becchetti, L., and Costantino, M. 2010. Fair Trade in Italy: Too Much 'Movement' in the Shop? *Journal of Business Ethics*. 92: 181-203.

Berelson, B. 1952. *Content Analysis in Communication Research*. New York: Hafner Press.

Black, J.A, and Champion, D.J. 1976. *Methods and Issues in Social Research*. Baltimore: John Wiley and Sons Inc.

Blessinger, K., and Olle, M. 2004. Content Analysis of the Leading General Academic Databases.'*Library Collections, Acquisitions, & Technical Services*. 28: 335-346.

Blumenthal, S., Greenwood, J.A., and Herbach, L.H. 1983. Series Systems and Reliability Demonstration Tests. *Operations Research*. 32 (3): 641-648.

Bolton, R.N. 1993. Prestesting Questionnaires: Content Analyses of Respondents' Concurent Verbal Protocols. *Marketing Science*. 12 (3): 280-303.

Booth, P., and Whetstone L. 2007. Half A Cheer for Fair Trade. *Economic Affairs*. 27 (2): 29-36.

Bostic, R.W., and Robinson, B.L. 2003. Do CRA Agreements Influence Lending Patterns? *Real Estate Economics*. 31 (1): 23-51.

Boudet, H.S., Jayasundera, D.C., and Davis, J. 2011. Drivers of Conflict in Developing Country Infrastructure Projects: Experience from the Water and Pipeline Sectors. *Journal of Construction Engineering & Management*. 137 (7): 498-511.

Brinker, P. A., and Cullison, W.E. 1961. Secondary Boycotts in the United States Since 1947. *Labor Law Journal*. 12 (5): 397-404.

Brinker, P.A., and Taylor, B.J. 1973. Secondary Boycott Analysis by Industry. *Labor Law Journal*. 24 (10): 671-683.

Brown, S. 2000. Marketing for Muggles : Harry Potter and the Retro Revolution. *Journal of Marketing Management*. 17 (5/6): 463-479.

Brown, K. 2011. Interaction Ritual Chains and the Mobilization of Conscientious. *Consumers Qualitative Sociology*. 34 (1): 121-141.

Bryman, A. 1988. *Quantity and Quality in Social Research*. London: Unwin Hyman.

Chavis, L. and Leslie, P. 2009. Consumer Boycotts: the Impact of the Iraq War on French Wine Sales in the U.S. *Quantitative of Marketing Economy*.

7: 37–67.

Chatzidakis, A., Hibbert, S., and Smith, A. 2007. Why People Don't Take their Concerns about Fair Trade to the Supermarket: The Role of Neutralisation. *Journal of Business Ethics*. 74 (1): 89-100.

Churchill, G.A. 2001. *Basic Marketing Research, 4th edn*. Chicago: The Dryden Press.

Creswell, J.W. 2003. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 2nd edn*. Thousand Oaks: Sage.

Curasi, C.F., Hogg, M.K., and Maclaran, P. 2004 Identity, Consumption and Loss: The Impact of Women's Experience of Grief and Mourning on Consumption in Empty Nest Households. *Advances in Consumer Research*. 31 (1): 615-622.

Davidson, D.K. 1995. Ten Tips for Boycott Targets. *Business Horizons*. 38 (2): 77-80.

Diskin, B.A. and Friedman, J.P. 2005. A Survey of Practices for the Assessment of Nuclear Waste in Dry Storage. *Journal of Property Tax Assessment & Administration*. 2 (3): 19-26.

Dreyer, M., B. and Gill. 2000. Germany: 'élite Precaution' Alongside Continued Public Opposition. *Journal of Risk Research*. 3 (3): 219-226.

Dubash, N. 2006. The New Regulatory Politics of Electricity in India: Embryonic Ground for Consumer Action. *Journal of Consumer Policy*. 29 (4): 449-463.

Duerr, P.T. 1975. Developing a Standard for Secondary Consumer Picketing. *Labor Law Journal*. 26 (9): 585-593.

Duncan, D. 1989. Content analysis in Health Education Research: An Introduction to Purposes and Methods. *Health Education*. 20: 27-31.

Firat, A.F. 2004. Consuming Activism: Peace, War, and Consumer Research. *Advances in Consumer Research*. 31 (1): 611-614.

Frieburger, W. 1984. War Prosperity and Hunger: The NewYork Food Riots of 1917. *Labor History*. 25 (2): 217-239.

Garrett, D.E. 1987. The Effectiveness of Marketing Policy Boycotts: Environmental Opposition to Marketing. *Journal of Marketing*. 51: 46-57.

Giesler, M., and Venkatesh, A. 2005. Reframing the Embodied Consumer as Cyborg: A Posthumanist Epistemology of Consumption. *Advances in Consumer Research*. 32 (1): 661-669.

Gould, N. 2006. Sacred and Profane Consumption Revisited: The Case of Fair Trade Consumers. *Advances in Consumer Research*. 33 (1): 290-292.

Gurney, P. 2009. Exclusive Dealing in the Chartist Movement. *Labour History Review*. 74 (1): 90-110.

Hasrullah. 2001. *Megawati dalam Tangkapan Pers*. Yogyakarta: LkiS.

estie, R. 1984. Causes and Effects of Causal Attribution. *Journal of Personality and Social Psychology*. 11: 459-469.

Havrilesky, T. 1972. The Information Explosion, Technological Innovativeness and the Competitive Ethic. *Land Economics*. 48 (4): 347-356.

Hendarto, K.A., Dharmmesta, B.S., Purwanto, B.M., and Moeliono, M.M. 2011. Boycott and Marketing in EBSCO Electronic Database, 1937-Mid 2010: A Review of the Literature. *Jurnal Manajemen*. XV (3): 276-292.

Herrmann, R.O. 1970. Consumerism: Its Goals, Organizations and Future. *Journal of Marketing*. 34 (4): 55-60.

Heslop, L.A., Lu, I.R.R., and Cray, D. 2009. Australian Consumers' Attitudes toward France a Decade after Nuclear Testing: Evidence of Forgiveness. *Journal of Consumer Behavior*. 8: 192-210.

Hoffman, S., and Muller, S. 2009. Consumer Boycotts Due To Factory Relocation. *Journal of Business Research*. 62: 239-247.

Holsti, O.R. The Quantitative Analysis of Content. In: Robinson, J.A. (ed). 1963. *Content Analysis: A Handbook With Application for the Study of International Crisis*, Nortwestern: Nortwestern University: 37-53.

Hon, L.C. 1997. To Redeem the Soul of America: Public Relations and The Civil Rights Movement. *Journal of*

Public Relations Research. 9 (3): 163-212.

Hoskins, A., and O'Loughlin, B. 2010. Security journalism and 'the mainstream' in Britain since 7/7: Translating Terror but Inciting Violence? *International Affairs*. 86 (4): 903-924.

Idrus, M. 2007. *Metode Penelitian Ilmu-ilmu Sosial: Pendekatan Kualitatif dan Kuantitatif*. Yogyakarta: UII Press.

Irawan, P. 2006. *Penelitian Kualitatif & Kuantitaif untuk Ilmu-ilmu Sosial*. Depok: Departemen Ilmu Administrasi Fakultas Ilmu Sosial dan Ilmu Politik Universitas Indonesia.

Jensen, H.R. 2008. The Mohammed Cartoons Controversy and the Boycott of Danish Products in the Middle East. *European Business Review*. 20 (3): 275-289.

Jogiyanto, H.M. 2004. *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-pengalaman*. Yogyakarta: Badan Penerbit Fakultas Ekonomi UGM.

John, A., and Klein, J. 2003. The Boycott Puzzle: Consumer Motivations for Purchase Sacrifice. *Management Science*. 49 (9): 196-1209.

John, J. 2007. Albert Hirschman's Exit-voice Framework and its Relevance to Problems of Public Education Performance in Latin America.*Oxford Development Studies*. 35 (3): 295-327.

Kamazawa, S. 1992. Outcome or expectancy? Antecedent of Spontaneous Causal Attribution. *Personality and Social Psychology Bulletin*. 18: 659-668.

King, B.G., and Soule, S.A. 2007. Social Movements as Extra-institutional Entrepreneurs: The Effect of Protests on Stock Price Returns. *Administrative Science Quarterly*. 52 (3): 413-442.

Kolarska, L., and Aldrich, H. 1980. Exit, Voice, and Silence: Consumers' and Managers' Responses to Organizational Decline. *Organization Studies*. 1 (1): 41-58.

Krippendoff, K. 2004. *Content Analysis: An Introduction to Its Methodology, 2nd edn*. Baverly Hill CA: Sage.

Kuhn, T.S. 2005. *The Structure of Scientific Revolutions*. Translated by Surjaman, T., Bandung: Remaja Rosdakarya.

Lenox, M.J., and Eesley, C.E. 2009. Private Environmental Activism and the Selection and Response of Firm Targets. *Journal of Economics & Management Strategy*. 18 (1): 45-73.

Levy, P.B. 1990. The New Left and Labor: The Early Years (1960-1963). *Labor Histor.* 31 (3): 294-321.

Low, W., and Davenport, E. 2009. Organizational Leadership, Ethics and the Challenges of Marketing Fair and Ethical Trade. *Journal of Business Ethics*. 86 (Supplement 1): 97-108.

Manalu, D. 2009. *Gerakan Sosial dan Perubahan Kebijakan Publik: Studi Kasus Gerakan Perlawanan Masyarakat Batak vs PT Inti Indorayon Utama di Sumatera Utara*. Yogyakarta: Gadjah Mada University Press.

Marandi, E., Little, E., and Hughes. 2010. Innovation and the Children of the Revolution: Facebook and Value Co-creation. *Marketing Review*. 10 (2): 169-183.

McAuley, A. 2004. Seeking (Marketing) Virtue in Globalisation. *Marketing Review*. 4 (3): 253-266.

McMellon, C.A., and Long, M. 2004. From Patriotic to Tasteless: Exploring Consumer Reactions to 9/11/2001 Related Advertising. *Advances in Consumer Research*. 31 (1): 623-631.

Meyerhoff, J., and Liebe, U. 2009. Status Quo Effect in Choice Experiments: Empirical Evidence on Attitudes and Choice Task Complexity. *Land Economics*. 85 (3): 515-528.

Micheletti, M., and Follesdal, A. 2007. Shopping for Human Rights. An Introduction to the Special Issue. *Journal of Consumer Policy*. 30 (3): 167-175.

Moore, G. 2004. The Fair Trade Movement: Parameters, Issues and Future Research. *Journal of Business Ethics*. 53 (1/2): 73-86.

Muraskin, W. 1972. The Harlem Boycott of 1934: Black Nationalism and The Rise of Labor-Union Consciousness. *Labor History*. 13 (3): 361-373.

Neumann, G.R. 1980. The Predicability of Strikes: Evidence from the Stock Market. *Industrial & Labor Relations Review*. 33 (4): 525-535.

Neuman, W. L. 2000. *Social Research Methods: Qualitative and Quantitative Methods, 4th edn*. Bostion: Allyn and Bacon.

Omar, M., Williams, Jr,, and Robert, L. 2006. Managing and Maintaining Corporate Reputation and Brand Identity: Haier Group Logo. *Journal of Brand Management*. 13 (4/5): 268-275.

Orkin, N., and Tirone, E. 1989. Consumer Secondary Picketing, Safeco, and The Limits of Economic Jurisprudence. *Labor Law Journal*. 40 (1): 21-30.

Ovaskainen, V., and Kniivilä, M. 2005. Consumer Versus Citizen Preferences in Contingent Valuation: Evidence on The Role of Question Framing. *Australian Journal of Agricultural & Resource Economics*. 49 (4): 379-394.

Pookulangara, S., Shephard, A., and Mestres, J. 2011. University Community's Perception of Sweatshops: A Mixed Method Data Collection. *International Journal of Consumer Studies*. 35 (4): 476-483.

Pouillard, V. 2005. American Advertising Agencies in Europe: J. Walter Thompson's Belgian Business in the Inter-War Years. *Business History*. 47 (1): 44-58.

Ragin, C., and Walton, J. 1990. Global and National Sources of Political Protest: Third World Responses to the Debt Crisis. *American Sociological Review*. 55 (6): 876-890.

Reed, D., Thomson, B., Hussey, I., and LeMay, J. 2010. Developing a Normatively Grounded Research Agenda for Fair Trade: Examining the Case of Canada. *Journal of Business Ethics*. 92: 151-179.

Rose, M. 1990. From the Fields to the Picket Line: Huelga Women and the Boycott," 1965-1975". *Labor History*. 31 (3): 271-293.

Schmid, H. 2004. The Role of Nonprofit Human Service Organizations in Providing Social Services: A Prefatory Essay. *Administration in Social Work*. 28 (3/4): 1-21.

Schucker, R.E., Stokes, R.C., Stewart, M.L., and Henderson, D.P. 1983. The Impact of Saccharin Warning Label on Sales of Diet Soft Drinks in Supermarkets. *Journal of Public Policy & Marketing*. 2 (1): 46-56.

Shackley, P., and Dixon, S. 2000. Using Contingent Valuation to Elicit Public Preferences for Water Fluoridation. *Applied Economics*. 32 (6): 777-787.

Siregar, S.L., Dagnino, G.B., and Garraffo, F. 2009. Content Analysis and Social Network Analysis: A Two-Phase Methodology in Obtaining Fundamental Concepts of Coopetition. *Business and Economics*. 14 (2): 1-11.

Stavitsky, B. 2007. Tax Appeals and Net Leased Properties. *Journal of State Taxation*. 25 (5): 19-22.

Stokes, J. 2006, *How to Do Media and Cultural Analysis*. Translated by Astuti, S.I., Yogyakarta: Bentang.

Sunarto. Paradigma dan Metode Penelitian Komunikasi di Indonesia,' in Ishak, A., F. Junaedi., Budi, S., and Prabowo, A. (eds.). 2011. *Mix Methodology dalam Penelitian Komunikasi*. Yogyakarta: Asosiasi Pendidikan Tinggi Ilmu Komunikasi: 3-26.

Tashakkori, A., and Teddlie, C. 1998. *Mixed Methodology: Combining Qualitative and Quantitative Approaches*. California: Sage Publication.

Teddlie, C., and Tashakkori, A. Major Issues and Controversies in the Use of Mixed Methods in the Social and Behavioral Science. In: Tashakkori, A., and Teddlie, C. (eds). 2013. *Handbook of Mixed Methods in Social and Behavioral Research*. Thousand Oak: Sage: 3-50.

Thompson, C.J., and Arsel, Z. 2004. The Starbucks Brandscape and Consumers' (Anticorporate) Experiences of Glocalization. *Journal of Consumer Research*. 31 (3): 631-642.

Titscher, S., Mayer, M., Wodak, R., and Vetter, E. 2000. *Methods of Text and Discourse Analysis*. London: SAGE Publications.

Vivian, J. 2010. *The Media of Mass Communication, 10th edn*. Boston: Allyn and Bacon.

Ward, J.C., and Ostrom, A.L. 2006. Complaining to the Masses: The Role of Protest Framing in Customer-Created Complaint Web Sites. *Journal of Consumer Research*. 33 (2): 220-230.

Weiner. B. 1985. "Spontaneous" Causal Thinking. *Psychological Bulletin*. 97: 74-84.

Witkowski, T.H. 2005. Fair Trade Marketing: An Alternative System for Globalization and Development. *Journal of Marketing Theory & Practice*. 13 (4): 22-33.

Woods, A. 2003. And then They Marched. *Nursing Management*. 34 (7): 4.

Woodside, A.G. 2010. Bridging the Chasm between Survey and Case Study Research: Research Methods for Achieving Generalization, Accuracy, and Complexity. *Industrial Marketing Management*. 39: 64-75.

Young, A.R. 2005. Picking the Wrong Fight: Why Attacks on the World Trade Organization Pose the Real Threat to National Environmental and Public Health Protection. *Global Environmental Politics*. 5 (4): 47-72.