



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

BUKU

- Ali, D. S. (2017). *Marketing public relations: Diantara penjualan dan pencitraan*. Sleman: Deepublish.
- Nurjaman, K., & Umam, K. (2012). *Komunikasi Public Relations: Panduan untuk mahasiswa, birokrat, dan praktisi bisnis*. Bandung: CV Pustaka Setia.
- Nurtjahjani, F., & Trivena, S. M. (2018). *Public relations : Citra & praktek*. Malang: Polinema Press.
- Odden, L. (2012). *Optimize : How to attract and engage more customers by integrating SEO, social media, and content marketing*. Canada: John Wiley & Sons .
- Phillips, D., & Young, P. (2009). *Online public relations: A practical guide to developing an online strategy in the world of social media*. UK: Kogan Page Limited.
- Prasetyo, B. D. (2018). *Komunikasi Pemasaran Terpadu*. Malang: UB Press.F
- Sari, A. A. (2017). *Dasar-dasar public relations: Teori dan praktek*. Sleman: Deepublish.
- Sriramesh, K., Zerfass, A., & Kim, J.-N. (2013). *Public relations and communication management: Current trends and emerging topics*. UK: Routledge.
- Stareva, I. (2014). *Social media and the rebirth of PR: The emergence of social media as a change driver for PR*. Hamburg: Anchor Academic Publishing.
- Thomas, L. (2011). *Online marketing*. United States: McGraw-Hill.
- Wiley, J. (2013). *Share This Tooc: More social media solutions for PR Professionals*. UK: TJ International Ltd.
- Williams, A., & Mullin, R. (2009). *The handbook of field marketing : A complete guide to understanding and outsourcing face-to-face direct marketing*. United States: Kogan Page Limited.

WEBSITE

- Binus University. (2017, April 11). Retrieved from Binus University: <https://communication.binus.ac.id/2017/04/11/digital-marketing-public-relations/>
- Gani, P. K. (2014, Juni 30). *LSPR*. Retrieved from LSPR: <http://www.lspr.edu/pritakemalgani/marketing-public-relations/>
- Haryanto, A. T. (2019, Mei 16). *Detik.com*. Retrieved from Detik.com: <https://inet.detik.com/telecommunication/d-4551389/pengguna-internet-indonesia-didominasi-milenial>