



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk menggubah, 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

- Abdullah, Aceng. 2000. *Press Relations: Kiat Berhubungan dengan Media*. Bandung: Remaja Rosdakarya
- Baines, Paul; Egan, John; Jefkins, Frank. 2004. *Public Relations: Contemporary Issues and Techniques*. Burlington: Elsevier Butterworth-Heinemann
- Basuki, Sulisty. 2010. *Metode Penelitian*. Jakarta: Penaku
- Belch, George; Belch, Michael A. 2001. *Advertising & Promotion: An Integrated Marketing Communication Perspective*. New York: McGraw Hill
- Black, Caroline. 2009. *The PR Practitioner's Desktop Guide*. London: Thorogood Publishing Ltd.
- Bland, Michael; Theaker, Alison; Wragg, David. 2005. *Effective Media Relations: How to Get Results*. Edisi ke tiga. London: Kogan Page Limited
- Boyd, Linzi. 2014. *Brand Famous: How to get everyone talking about your business*. Chichester: John Wiley and Sons, Ltd.
- Chow, Andrew. 2015. *Public Relations 247: Everything You Need to Know to Generate Publicity for Business Success*. Singapore: Candid Creation Publishing
- Cutlip, Scott M., Center, Allen H., & Broom, Glen M. 2006. *Effective Public Relations*. London: Prentice Hall
- Darmastuti, Rini. 2012. *Media Relations: Konsep, Strategi, dan Aplikasi*. Jogjakarta: Andi Publisher
- Effendy, Onong Uchjana. 2003. *Ilmu Komunikasi Teori dan Praktek*. Bandung: Remaja Rosdakarya
- Hayes, Darrel C.; Hendrix, Jerry A.; Pallavi, Kumar D. 2013. *Public Relations Cases*. Edisi ke sembilan. New York: Wadsworth Cengage Learning
- Iriantara, Yosol. 2011. *Media Relations: Konsep, Pendekatan, dan Praktik*. Bandung: Simbiosis Rekatama Media
- Jefkins, Frank. 2004. *Public Relations*. Jakarta: Penerbit Erlangga
- Kriyantono, Rahmat. 2014. *Teknik Praktis Riset Komunikasi Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi*

- Organisasi, Komunikasi Pemasaran. Jakarta: Kencana Prenada Media Grup
- Locksley, Gareth. 2009. *The Media and Development: What's the Story?* Washington, D.C.: The World Bank
- Lorimer, Rowland. 1994. *Mass Communication: A Comparative Introduction*. Manchester: Manchester University Press
- Miles, Matthew B; Huberman, Michael. 2008. *Qualitative Data Analysis: An expanded Sourcebook*. Edisi ke dua. Los Angeles: Sage Publisher
- Mirrlees, Tanner. 2013. *Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization*. New York: Routledge
- Moleong, Lexy J. 2010. *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya
- Orum, Anthony M.; Johnstone, John W. C.; Riger, Stephanie. 1999. *Changing Societies: Essential Sociology for Our Times*. Oxford: Rowman & Littlefield Publishers, Inc.
- Prajarto, Nunung. 2008. "Efektivitas Publisitas: Menilai Reputasi Institusi". *Jurnal Ilmu Komunikasi*, vol. 6, no. 2, h. 78-84
- Ruslan, Rosady. 2014. *Manajemen Public Relations & Media Komunikasi*. Jakarta: PT Rajagrafindo Persada
- Sarwono, Jonathan. 2011. *Mixed Methods: Cara Menggabungkan Riset Kuantitatif dengan Kualitatif Secara Benar*. Jakarta: PT. Elex Media Komputindo
- Schiavo, Renata. 2007. *Health Communication: From Theory to Practice*. San Francisco: Jossey-Bass
- Seitel, Fraser P. 2011. *The Practice of Public Relations*. Edisi ke sebelas. New Jersey: Pearson Education, Inc.
- Smith, Ronald D. 2005. *Strategic Planning for Public Relations*. New Jersey: Lawrence Erlbaum Associates, Inc.
- Soemirat, Soleh; Ardianto, Elvinaro. 2007. *Dasar-Dasar Public Relations*. Bandung: Remaja Rosdakarya
- Sudibyo, Agus. 2014. *Strategi Media Relations*. Jakarta: Gramedia Pustaka Utama
- Theaker, Alison. 2004. *Public Relations Handbook*. Edisi ke dua. Oxfordshire: Routledge
- Thompson, Teresa L.; Dorsey, Alicia; Miller, Katherine I. 2003. *Handbook of Health Communication*. New Jersey: Lawrence Erlbaum Associates, Inc.

Watson, Tom; Noble, Paul. 2007. *Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation*. London: Kogan Page Limited

Yin, Robert K. 2014. *Studi Kasus Desain & Metode*. Jakarta: Rajagrafindo Persada

## Website

American Cancer Society. 2015. *Cancer Facts & Figures 2015*. Atlanta: American Cancer Society Inc. Diakses 19 Oktober 2016. [www.cancer.org/acs/groups/content/@editorial/documents/.../acspsc-044552.pdf](http://www.cancer.org/acs/groups/content/@editorial/documents/.../acspsc-044552.pdf)

Anderson, Robert. 2016. "Sun, sand and surgery: Dubai's plan to become a medical tourism hub". *Gulf Business*. Diakses 20 Oktober 2016. <http://gulfbusiness.com/sun-sand-surgery-dubais-plan-become-medical-tourism-hub/>

Andhika, Christina. 2015. "No Bra Day, Aksi untuk Tingkatkan Kewaspadaan Kanker Payudara" *CNN Indonesia*. Diakses 13 Februari 2016. <http://www.cnnindonesia.com/gaya-hidup/20151013123809-255-84659/no-bra-day-aksi-untuk-tingkatkan-kewaspadaan-kanker-payudara>

Anna, Lucia Kus. 2014. "Apa yang dicari pasien Indonesia yang Berobat ke Singapura?" *Kompas.com*. Diakses 18 Januari 2016. <http://health.kompas.com/read/2014/09/02/184213123/Apa.yang.Dicari.Pasien.Indonesia.yang.Berobat.ke.Singapura.>

Ginulur, Tigin. 2010. "Mengapa Wartawan Gadungan Disebut Bodrex?" *Okezone News*. Diakses 21 Oktober 2016. <http://news.okezone.com/read/2010/06/23/340/345711/mengapa-wartawan-gadungan-disebut-bodrex>

National Breast Cancer Foundation, Inc. 2015. "Breast Cancer Facts". Diakses 20 Oktober 2016. <http://www.nationalbreastcancer.org/breast-cancer-facts>

Prawira, Aditya Eka. 2014. "Banyak yang Berobat ke Mount Elizabeth Singapura, Ini Rahasiannya". *Liputan 6*. Diakses 21 Oktober 2016. <http://health.liputan6.com/read/2124501/banyak-yang-berobat-ke-mount-elizabeth-singapura-ini-rahasiannya>

Public Relations Society of America. *About Public Relations*. Diakses Pada 31 Maret 2015. <https://www.prsa.org/aboutprsa/publicrelationsdefined>