



### **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

- Ardianto, Elvinaro. 2011. *Metodologi Penelitian untuk Public Relations: Kuantitatif dan Kualitatif*. Bandung: Simbiosis Rekatama Media.
- Ardianto, Elvinaro dan Machfudz, Dindin M. 2011. *Efek Kedermawanan Pebisnis dan CSR*. Jakarta: Elex Media Komputindo.
- Argenti, Paul. 2013. *Corporate Communication (Sixth Edition)*. Singapore: McGraw-Hill.
- Broom, Glen M. dan Sha, Bey-Ling. 2013. *Cutlip and Center's Effective Public Relations (Eleventh Edition)*. Harlow: Pearson.
- Bryman, Alan. 2016. *Social Research Methods (International Edition)*. Oxford: Oxford University Press.
- Coombs, W. Timothy, dan Holladay, Sherry. 2012. *Managing Corporate Social Responsibility: A Communication Approach*. Chichester: Wiley-Blackwell.
- Creswell, John W. 2014. *Research Design: Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar.
- Hadi, Nor. 2011. *Corporate Social Responsibility*. Yogyakarta: Graha Ilmu.
- Kotler, Philip dan Lee, Nancy. 2005. *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. Hoboken: Wiley.
- Mulyana, Deddy. 2013. *Metodologi Penelitian Kualitatif: Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya*. Bandung: Remaja Rosdakarya.

- Mulyana, Deddy. 2010. *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Remaja Rosdakarya.
- Neuman, Lawrence W. 2013. *Metodologi Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif*. Jakarta: Indeks.
- Rusdianto, Ujang. 2013. *CSR Communications: A Framework for PR Practicioners*. Yogyakarta: Graha Ilmu.
- Theaker, Alison. ed. 2012. *The Public Relations Handbook (4<sup>th</sup> Edition)*. Abingdon: Routledge.
- Van Riel, Cees B. M. dan Fombrun, Charles J. 2007. *Essentials of Corporate Communications*. Abingdon: Routledge.
- West, Richard dan Turner, Lynn H. 2009. *Pengantar Teori Komunikasi: Analisis dan Aplikasi*. Jakarta: Salemba Humanika.
- Wiryanto. 2008. *Pengantar Ilmu Komunikasi*. Jakarta: Grasindo.
- Yin, Robert K. 2009. *Case Study Research: Design and Methods (Fourth Edition)*. Thousand Oaks: Sage.

## **Jurnal**

- Du, Battacharya, dan Sen. 2010. "Maximizing Business Returns to Corporate Social Responsibility (CSR): The Role of CSR Communication". *International Journal of Management Reviews*, vol. 12, h. 8-19. Diakses 16 Juli 2017.
- [https://www.researchgate.net/publication/228118694\\_Maximizing\\_Business](https://www.researchgate.net/publication/228118694_Maximizing_Business)

\_Returns\_to\_Corporate\_Social\_Responsibility\_CSR\_The\_Role\_of\_CSR\_C  
ommunication.

Gligor-Cimpoieru, D. C. dan Munteanu, V. P. 2014. "External CSR Communication in a Strategic Approach". *Economia Seria Management*, vol. 17, no. 2, h. 276-289. Diakses 16 Juli 2017. <http://www.mer.ase.ro/files/2014-2/7.pdf>

Morsing, Mette. 2006. "Corporate Social Responsibility as Strategic Auto-Communication: On the Role of External Stakeholders for Member Identification". *Business Ethics: A European Review*, vol. 15, no. 2, h. 171-182. Diakses 10 Maret 2017. [https://www.researchgate.net/publication/228148346\\_Corporate\\_social\\_responsibility\\_as\\_strategic\\_auto-communication\\_On\\_the\\_role\\_of\\_external\\_stakeholders\\_for\\_member\\_identification](https://www.researchgate.net/publication/228148346_Corporate_social_responsibility_as_strategic_auto-communication_On_the_role_of_external_stakeholders_for_member_identification).

Morsing, Mette dan Schultz, Majken. 2006. "Corporate Social Responsibility Communication: Stakeholder Information, Response, and Involvement Strategies". *Business Ethics: A European Review*, vol. 14, no. 4, h. 323-338. Diakses 10 Maret 2017. [https://www.researchgate.net/publication/227627516\\_Corporate\\_social\\_responsibility\\_communication\\_Stakeholder\\_information\\_response\\_and\\_involvement\\_strategies](https://www.researchgate.net/publication/227627516_Corporate_social_responsibility_communication_Stakeholder_information_response_and_involvement_strategies).

Onyiengo, Stellah I. 2014. "The Public Relations as a Management Function and the Challenges to Effective Internal Public Relations at the Kerio Valley

Development Authority in Kenya”. *European Journal of Business and Management*, vol. 6, no. 24, h. 1-8. Diakses 10 Juni 2016. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.685.1354&rep=rep1&type=pdf>.

Wisniewski, Maciej. 2015. “CSR Risk Marketing”. *Forum Scientiae Oeconomia*, vol. 3, no. 4, h. 17-24. Diakses 16 Juli 2017. <http://www.wsb.edu.pl/container/FORUM%20SCIENTIAE/forum%202015%204/forum-4-2015-art2.pdf>.

### **Skripsi**

Agustiandi, Findo. 2015. *Analisis Kegiatan PT Indo Tambangraya Megah dalam Mengomunikasikan Program Corporate Social Responsibility: Studi Kasus ITM for Education – Jakarta*. Jakarta: London School of Public Relations.

Evelyn. 2016. *Analisis Implementasi Corporate Social Responsibility (CSR): Studi Kasus Program Kampung Koran Kompas Gramedia*. Jakarta: Universitas Atma Jaya. Diakses 6 Mei 2017. <https://lib.atmajaya.ac.id/Uploads/Fulltext/205789/Evelyne's%20Undergraduate%20Theses.pdf>.

### **Lainnya**

Alia, S. dan Haryanto, A. 2014. “*Telkomsel Ingin Kuasai 60 Persen Market Share M2M*”. Viva. Diakses 6 Juni 2016. <http://www.viva.co.id/digital/560021-telkomsel-ingin-kuasai-60-persen-market-share-m2m>.

- Amalia, Ellavie I. 2016. “*Network Sharing, Interkoneksi, dan Peluru Hampa untuk Menghantam Telkomsel*”. Metrotvnews. Diakses pada 6 Desember 2016. <http://teknologi.metrotvnews.com/news-teknologi/wkBqW0lb-network-sharing-interkoneksi-dan-peluru-hampa-untuk-menghantam-telkomsel>.
- Gunawan, Hendra. 2015. “*Genjot M2M, Telkomsel Gelar Kompetisi The NextDev*”. Tribunnews. Diakses 6 Juni 2016. <http://www.tribunnews.com/bisnis/2015/05/04/genjot-m2m-telkomsel-gelar-kompetisi-the-nextdev>.
- GRI. 2013. “*Sustainability Topics for Sectors: What do Stakeholders Want to Know? (Telecommunication Services)*”. Diakses 2 Oktober 2017. <https://www.globalreporting.org/resourcelibrary/39-Telecommunication-Services.pdf>.
- Hendriani, Lis. 2016. “*Top 10 Indonesia’s Best Corporate Social Initiatives 2016*”. *Mix*, vol. 8, no. 13, h.33.
- Herman. 2013. “*Banyak Perusahaan yang Keliru Memahami CSR*”. Beritasatu. 28 September. Diakses 13 Juli 2017. <http://www.beritasatu.com/makro/141072-banyak-perusahaan-yang-keliru-memahami-csr.html>.
- International Organization for Standardization. 2010. “*ISO 26000:2010: Guidance on Social Responsibility*”. Diakses 3 Oktober 2017. <https://www.iso.org/obp/ui/#iso:std:iso:26000:ed-1:v1:en>.
- International Organization for Standardization. 2010. “*Social Responsibility – 7 Core Subjects of ISO 26000*”. Diakses 10 Oktober 2017. <https://www.iso.org/obp/ui#iso:pub:PUB100259>.

Jamaludin, Fauzan. 2015. "*Kompetisi 'The NextDev' Siap Jaring Developer Muda Indonesia*". Merdeka. 5 Agustus. Diakses 13 Juli 2017. <https://www.merdeka.com/teknologi/kompetisi-the-nextdev-siap-jaring-developer-muda-indonesia.html>.

Kitchen, Philip dan Uzunoglu, Ebru. (eds.) 2015. *Integrated Communications in the Postmodern Era*. E-book. Basingstoke: Palgrave Macmillan. Diakses 8 Oktober 2017. [https://link.springer.com/chapter/10.1057%2F9781137388551\\_7](https://link.springer.com/chapter/10.1057%2F9781137388551_7).

PP No. 47 Tahun 2012 tentang Tanggung Jawab Sosial dan Lingkungan Perseroan Terbatas.

PRSA. 2012. "*Public Relations Defined: A Modern Definition For The New Era of Public Relations*". Diakses 11 Maret 2017. <http://prdefinition.prsa.org>.

Rouse, Margaret. 2010. "*Machine-to-Machine (M2M)*". TechTarget. Diakses 22 Juli 2017. <http://internetofthingsagenda.techtarget.com/definition/machine-to-machine-M2M>.

Telkomsel. 2017. "*Corporate Social Responsibility*". Diakses 20 Juli 2017. <http://www.telkomsel.com/about/csr>.

Telkomsel. 2016. "*Annual Report 2016*". Diakses pada 16 Juni 2017. [http://www.telkomsel.com/media/upload/annualreport/AR\\_TSEL2016.pdf](http://www.telkomsel.com/media/upload/annualreport/AR_TSEL2016.pdf).

Telkomsel. 2015. "*Annual Report 2015*". Diakses pada 6 Desember 2016. [http://www.telkomsel.com/media/upload/annualreport/AR\\_TSEL2015.pdf](http://www.telkomsel.com/media/upload/annualreport/AR_TSEL2015.pdf).

Telkomsel. 2014. *“Telkomsel Siap Kembangkan Bisnis M2M di Indonesia”*.

Diakses 22 Juli 2017. <http://www.telkomsel.com/about/news/1089->

[Telkomsel-Siap-Kembangkan-Bisnis-M2M-di-Indonesia](http://www.telkomsel.com/about/news/1089-Telkomsel-Siap-Kembangkan-Bisnis-M2M-di-Indonesia).

The NextDev. 2015. *“Nextdev 2015”*. Diakses 6 Juni 2016.

<http://thenextdev.id/v3/about/#2015>.

UU No. 40 Tahun 2007 tentang Perseroan Terbatas.



UMMN