



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

Adhi, Robert. (2010, November 13). Mengapa BSD Master Plan Perkotaan Terbaik?. *Kompas*. Retrieved October 19, 2012, from <http://properti.kompas.com/read/2010/11/13/17180782/Mengapa.BSD.Master.Plan.Perkotaan.Terbaik>

Assauri, Sofyan. 1996. *Manajemen Pemasaran Pasar, Konsep, dan Strategi*. Jakarta: PT Raja Grafindo Prasad.

Bowdin, Glenn, dkk. 2011. *Events Management 3rd Edition*. UK: Elsevier Butterworth-Heinemann.

Broom, Glen M. 2009. *Effective Public Relations*. USA: Pearson Education, Inc.

DeVito, Joseph A. 1997. *Komunikasi Antar Manusia*. Jakarta: Proffesional Books.

Duncan, Tom. 2005. *Principles of Advertising and IMC. 2nd ed.* New York: McGraw-Hill.

Doty, Dorothy I. 1990. *Publicity and Public Relations*. New York: Barrons Business Library.

Effendy, Onong Uchjana. 2003. *Ilmu, Teori, dan Filsafat Komunikasi*. Bandung: PT Citra Aditya Bakti.

Evelina, Lidia. 2005. *Event Organizer, Pameran*. Jakarta: PT Indeks.

Gaffar, Vanessa. 2007. *CRM dan MPR Hotel*. Bandung: Alfabeta.

Getz, Donald. 1997. *Event Studies: Theory, Research, and Policy for Planned Events*. CRC PressINC.

Griffin, Jill. 2002. *Customer Loyalty, Menumbuhkan & Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.

Guba, Egon C. 1990. *The Paradigm Dialog*. Newbury: Sage Publications, Inc.

Harris, Thomas L. 1998. *Value Added PR – The Secret Weapon of Integrated Marketing*. Library of Congress Cataloging – in Publicating Data.

_____. 2006. *The Marketer's Guide to Public Relation in the 21st century*. USA: Thomson

- Kasali, Rhenald. 2005. *Manajemen Public Relations: Konsep dan Aplikasinya di Indonesia*. Jakarta: Pustaka Utama Grafiti.
- Kennedy, Jhon E. & Darmawan Soemanagara. 2006. *Marketing Communication: Taktik dan Strategi*. Jakarta: Bhuana Ilmu Populer.
- Kitchen, Philip J. 1997. *Public Relations Principles & Practice*. London: International Thomson Business Press.
- Kota Penyangga Makin Ekspansif. (2012, September 24). *Koran Jakarta*. Retrieved October 18, 2012, from <http://koran-jakarta.com/index.php/detail/view01/101305>
- Kotler, Philip. 2008. *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, Philip & Kevin L. Keller. 2009. *Manajemen Pemasaran*, Edisi 13 Jilid 2. Jakarta: Erlangga.
- Kriyantono, Rachmat. 2009. *Teknis Praktis Riset Komunikasi*. Jakarta: Prenada Media Group.
- LeBoeuf, Micael. *How to Win Customers and Keep Them for Life*. 1987. Berkley Book.
- McMillan, James H. & Sally Schumacer. 2001. *Research in Education: A Conceptual Introduction, 5th edition*. New York: Addison Wesley Longmen Inc.
- Moore, Frazier. 1987. *Hubungan Masyarakat: Prinsip, Kasus, & Masalah*. Bandung: Remaja Rosdakarya.
- Mussry, dkk. 2007. *Markplus on Marketing : The Second Generation*. Jakarta: PT Gramedia Pustaka Utama.
- Nurhayati, Mafizatun. 2007. *Metode Komunikasi: Validitas dan Reliabilitas*. Jakarta: Pusat Pengembangan Bahan Ajar-UMB.
- PT Deyon Resources. (2009). *Company Profile*.
- Ruslan, Rosady. 2008. *Manajemen Public Relations & Media Komunikasi*. Jakarta : PT Raja Grafindo Persada.
- Saladin, Djaslim. 2003. *Manajemen Pemasaran, Analisis, Perencanaan, Pelaksanaan, dan Pengendalian*. Bandung: Linda Karya.
- Singarimbun, Masri. 1991. *Metode Penelitian Survei*. Jakarta: LP3ES.
- Sugiyono. 2003. *Metode Penelitian Bisnis*. Bandung : CV Alfabeta.

_____. 2009. *Statistika untuk Penelitian*. Bandung : CV Alfabeta

Sutisna. 2002. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT Remaja Rosdakarya.

West, Richard & Lynn H. Turner. 2008. *Pengantar Teori Komunikasi: Analisis dan Aplikasi*. Jakarta: Salemba Humanika.

Wood, Emma H. & Guy Masterman. 2008. *Event Marketing :Measuring an Experience?*. Venice: 7th International Marketing Trends Congress.

Zikmund, W. G., dkk. 2003. *Customer Relationship Management – Integrating Marketing Strategy and Information Technology*. USA : John Wiley.

The logo of Universitas Murang Manunggal (UMMN) is displayed in a large, light blue, stylized font. The letters are bold and blocky, with a slight shadow effect. The 'U' is a simple vertical bar on the left. The 'M' is formed by two vertical bars connected at the top. The 'N' is a vertical bar on the right with a diagonal stroke connecting it to the 'M'.