



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

- Argenti, P.A. & Barnes, C.M.(2009). *Digital Strategies for Powerful Communications*. USA: McGraw-Hill Companies.
- Argenti, Paul A.(2003). *Corporate Communications* New York: The McGraw-Hill Companies.
- Argenti, Paul.(2007). *Strategic Corporate Communication*. New York: The McGraw-Hill Companies.
- Arifin, Anwar.(1984). *Strategi Komunikasi (Sebuah Pengantar Ringkas)*. Bandung: Armico.
- Black,Sam. (1994). *The Essentials of Public Relations*. London: Kogan Page Limited.
- Bragg. Steven M. (2010). *Running an Effective Investors Relations Department: A Comprehensive Guide*. New Jersey: John Wiley&Sons.Inc.
- Bungin, Burhan. (2012). *Metodologi Penelitian Kualitatif: Aktualisasi Metodologi ke Arah Ragam Varian Kontemporer*. Jakarta: PT Raja Grafindo Persada.
- Cutlip, Scott M., Center Allen & Broom, Glen M. (2000). *Effective Public Relations*.8nd. New Jersey: Prentice Hall International, Inc.
- Cole, B. M. (2004). *The New Investor Relations: Expert Perspectives on the State of the Art*. Princeton.NJ: Bloomberg Press
- Grunig, James, E& Hunt, Todd.(1984). *Managing Public Relations*.

USA:Holt, Rinchart & Winston, Inc.

Guimard, Anne. (2008). *Investor Relations: Principles and International Best Practice of Financial Communications*: New York: Palgrave Macmillan.

Harper, H.H. Rafkin-Sax & B. Goodwin dalam Cole, B.M. (2004). *The New Investor Relations: Expert Perspectives on State of The Art*. New York: Bloomberg.

Kretarto, Agus. (2001). *Investor Relations: Pemasaran dan Komunikasi Keuangan Berbasis Kepatuhan*. Jakarta: Grafiti.

Kriyantono, Rachmat. (2006). *Teknik Praktis Riset Komunikasi*. Jakarta: PT Kencana Prenada Media Group.

Laskin, Alexander.(2010). *Investor Relations* dalam Heatg, Robert L. *Handbook of Public Relations*. London: SAGE Publications.

Laskin, Alexander. (2010). *Managing Investor Relations: Strategies for Effective Communication*. New York: Business Expert Press.

Lesly, Philip. (1991). *Lesly's Handbook of Public Relations and Communication*. (Fourth Edition). Chicago: Probus Publishing Company.

Mahoney, W.F. (2001). *The Strategy and Practice of Investor Relations*: New York,NY: The NASDAQ Stock Market,Inc.

Mulyana, Deddy. (2013). *Ilmu Komunikasi (Suatu Pengantar)*.

Bandung: PT Remaja Rosdakarya.

National Investor Relations Institute. (2004). *Emerging trends in Investor Relations*. 4d ed. Washington,DC: NIRI.

Pawito. (2007). *Penelitian Komunikasi Kualitatif*. Yogyakarta: LKiS.

Yin, Robert K. (1996). *Studi Kasus: Desain dan Metode*. Jakarta: Raja Grafindo Persada.

JURNAL atau KARYA ILMIAH

Hoffmann, C., & Fieseler, C. (2012). *Investor Relations beyond financials: Non Financial factors and capital market image building*. *Corporate Communications: An International Journal*, 17(2), 138-155.

Hockerts, Kai & Lance Moir. (2004). *Communicating Corporate Responsibility to Investors: The Changing Role of The Investor Relations Function*. *Journal of Business Ethics*, Volume 54. Nomor 1. Juni 2004.

Kasali, Rhenald. (2000). *Manajemen Public Relations-Konsep dan Aplikasinya di Indonesia*. Cetakan ketiga. Jakarta: Pustaka Utama Grafiti

Kotler, Philip. (1998). *Marketing Management: Analysis Planning, Implementation, and Control*. Sixth Edition. New Jersey: Prentice Hall International Inc.

Laskin, A.V. (2014). *Investor Relations as a Public Relations Function: A State of the Profession in the United States*. *Journal of Public Relations Research*, 26(3), 200-214.

Laskin, A.V. (2006). *Investor Relations practices at Fortunes 500 companies: An exploratory study*. *Public Relations Review*, 32, 69-70

Laskin, A.V. (2007). *The Value of Investor Relations: A Delphi Panel Investigation*.

Uysal, N. (2014). *The Expanded role of Investor Relations: Socially Responsible Investing Shareholder Activism, and Organizational Legitimacy*. *International Journal of Strategic Communications*, 8(3), 215-230.

Petersen, B.K., & Martin, H.J. (1996). *CEO perceptions on Investor Relations function: An Exploratory study*. *Journal of Public Relations Research*, 8(3), 173-209.

Online

Badan Koordinasi Penanaman Modal. (2018, May 2) Press Release

Badan Koordinasi Penanaman Modal. Retrieved from

Badan Koordinasi Penanaman Modal Web Site:

<http://bkpm.go.id>

Lisa, E (2018, January 26) BEI Targetkan 750 ribu Investor hingga akhir 2018. Retrieved from <https://investasi.kontan.co.id>

Mahrofi, Z. (2018, January 2). IHSG awal tahun 2018 dibuka menguat 10,42 poin. Retrieved from <https://www.antaraneews.com>

Nirmala, I. (2018, April 19). Bakal terbit di Singapura Ini Rincian *Global Bond* Garuda Indonesia. Retrieved from <https://investasi.kontan.co.id>

Setyaningsih, L. (2018, September 23). BEI sebut jumlah Investor Lokal capai 50 persen lebih. Retrieved from <https://republika.co.id>

LAIN-LAIN

Dokumen *Investor Relations* PT Garuda Indonesia (Persero),Tbk.

Annual Report PT Garuda Indonesia (Persero),Tbk. Tahun 2017

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA