

## DAFTAR PUSTAKA

### **Buku dan Jurnal**

- Ardiyanto, E. (2009). *Public Relation Praktis*. Bandung: Widjaya Padjajaran.
- Barnard, A., & Parker, C. (2012). *Campaign It!: Achieving Success Through Communication*. USA: Reogan Page Limited.
- Elangovan, S., K, K. K., & S, R. (2014). *International Conference on Information Engineering, Management, and Security 2014 (ICIEMS 2014)*. India: Association of Scientists, Developers, and Facilities.
- Hariyani, I. (2016). PERAN JARINGAN SOSIAL PADA KAMPANYE LINGKUNGAN DI MEDIA SOSIAL: KASUS KAMPANYE MELAWAN ASAP. *Kajian Ilmu Komunikasi*, 90.
- Hidayat, D. (2014). *Media Public Relations, Pendekatan Kasus Cyber Public Relations Sebagai Metode Kerja PR Digital*. Yogyakarta: Graha Ilmu.
- Himpunan Psikologi Indonesia. (2016). *Psikologi dan Teknologi Informasi*. Jakarta: HIMPSI.
- Imam, M. A. (2015). *The Art of Meeting, Step by Step Meeting*. Indonesia: Kim-Ara Holdings Group.
- Kotler, & Keller. (2009). *Manajemen Pemasaran* (10 ed., Vol. 1). Jakarta: Fakultas Ekonomi, UI.
- Kotler, & Keller. (2012). *Manajemen Pemasaran* (12 ed.). Jakarta: Erlangga.
- Mashita, R. U., & Bonita, E. A. (2019). PENGARUH DIGITAL CAMPAIGNWEB SERIES SORE TERHADAP KEPUTUSAN PEMBELIAN MELALUI BRAND AWARENESS TROPICANA SLIM STEVIA DIKALANGAN REMAJA-DEWASA MUDA. *Jurnal Riset Komunikasi*, 2, 151. Retrieved December 18, 2019, from <http://jurnalrisetkomunikasi.org/index.php/jrk/article/view/61/45>
- Moriaty, S., Mitchell, N., & Wells, W. (2015). *Advertising & IMC: Principles and Practice*. Harlow: Pearson Education Limited.
- Noor, A. (2013). Manajemen Event. *Bandung: Alfabeta*, 90.
- Reddi, C. N. (2009). *Effective Public Relations and Media Strategy*. New Delhi: PHI Learning Private Limited.

- Ruslan, R. (2013). *Kampanye Public Relations*. Jakarta: Rajawali Pers.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. USA: Cengage Learning International Officers.
- Shone, A., & Parry, B. (2004). *Successful Event Management: A Practical Handbook*. London: Thomson Learning.

## **SITUS**

<http://smartfren.com>