## **DAFTAR PUSTAKA**

## **Buku**

- Comcowich, W. J. (2010). *Media Monitoring: The Complete Guide*. United States: CyberAlert.
- Cornelissen, J. (2014). Corporate Communication A Guide to Theory & Practice 4th Ed. UK: SAGE Publications.
- Heath, R. L. (2013). *Encyclopedia of Public Relations*. (R. L. Heath, Ed.) United States of America: SAGE Publications.
- Lattimore, D., Baskin, O., Heiman, S. T., & Toth, E. L. (2012). *Public Relations*The Profession and the Practice, Fourth Edition. New York: McGraw-Hill.
- Myers, C. (2021). *Public Relations History Theory, Practice, and Professor*. New York: Routledge.
- Page, J. T., & Parnell, L. J. (2019). *Introduction Strategic Public Relations: Digital, Global, and Socially Responsible Communication*. US: SAGE Publications.
- Smith, R. D. (2017). *Strategic Planning for Public Relations 5th Ed.* New York: Routledge.
- Tench, R., & Yeomanz, L. (2006). *Exploring Public Relations*. Spain: Pearson Education Limited.
- Wolstenholme, S. (2013). *Introduction to Public Relations*. Italy: Pearson Education Limited.

## Online Media

Johnson, D. E. (2021). *The Benefits of Hiring a Public Relations Agency*. Retrieved from CommPRO: https://www.commpro.biz/benefits-hiring-public-relations-agency/

- Mahler, S. (2020). *Ten reasons why PR became moer important during COVID-19*.

  Retrieved from Pr.co: https://www.pr.co/blog/ten-reasons-pr-became-more-important-during-covid-19
- Marr, F. (2021). Why outsource PR? What are the benefits? Retrieved from PRCA: The Power of Communication: https://www.prca.org.uk/OutsourcingPR
- PRovoke Media. (2021). *Global Top 250 PR Agency Rankin 2021*. Retrieved from PRovoke Media: https://www.provokemedia.com/ranking-and-data/global-pr-agency-rankings/2021-pr-agency-rankings/top-250
- Weber Shandwick. (2020, October 1). Weber Shandwick Appoints Brian Offutt Chief Workforce Innovation & Operations Officer. Retrieved from CISION PR Newswire: https://www.prnewswire.com/news-releases/weber-shandwick-appoints-brian-offutt-chief-workforce-innovation--operations-officer-301144192.html

## UNIVERSITAS MULTIMEDIA NUSANTARA