

DAFTAR PUSTAKA

- Adira Finance*. (2021). Retrieved from [adira.co.id](https://www.adira.co.id/): <https://www.adira.co.id/>
- Arifin, C. (2021, Oktober 29). *Laba Bersih Turun, Pembiayaan Baru Adira ke Semua Segmen Kendaraan Naik*. From [tribunnews.com](https://www.tribunnews.com/otomotif/2021/10/29/laba-bersih-turun-pembiayaan-baru-adira-ke-semua-segmen-kendaraan-naik): <https://www.tribunnews.com/otomotif/2021/10/29/laba-bersih-turun-pembiayaan-baru-adira-ke-semua-segmen-kendaraan-naik>
- Fajri, C., et al. (2019). *Public relations dan periklanan: Menghadapi revolusi industri 4.0*. Yogyakarta: Buku Litera.
- Fill, C., & Turnbull, S. (2013). *Marketing communications: Discovery, creation, and conversations*. London: Pearson.
- Gunelius, S. (2011). *30-minute social media marketing: Step-by-step techniques to speak the word about your business fast and free*. New York: McGraw-Hill.
- Hidayat, D. (2014). *Media public relations: Pendekatan studi kasus cyber public relations sebagai metode kerja PR digital*. Yogyakarta: Graha Ilmu.
- Iriantara, Y., & Surachman, A. Y. (2011). *Public relations writing: Pendekatan teoretis dan praktis*. Bandung: Simbiosis Rekatama Media.
- Johnston, J. (2013). *Media relations: Issues and strategies*. London: Allen & Unwin.
- Sandi, F. (2021, July 09). *CNBC Indonesia*. From [cnbcindonesia.com](https://www.cnbcindonesia.com/news/20210709082746-4-259475/fakta-fakta-di-balik-fenomena-ramai-leasing-gulung-tikar): <https://www.cnbcindonesia.com/news/20210709082746-4-259475/fakta-fakta-di-balik-fenomena-ramai-leasing-gulung-tikar>
- Seitel, F. P. (2017). *The practice of public relations*. London: Pearson.
- Statistik IKNB Periode September 2021*. (2021, November 29). From [ojk.go.id](https://www.ojk.go.id/id/kanal/iknb/data-dan-statistik/statistik-iknb/Pages/Statistik-IKNB-Periode-September-2021.aspx): <https://www.ojk.go.id/id/kanal/iknb/data-dan-statistik/statistik-iknb/Pages/Statistik-IKNB-Periode-September-2021.aspx>
- Struktur Organisasi Perusahaan Adira Finance*. (2021). Retrieved from [adira.co.id](https://www.adira.co.id/informasi_umum?url=StrukturOrganisasiPerusahaan): https://www.adira.co.id/informasi_umum?url=StrukturOrganisasiPerusahaan
- Syahputra, I. (2019). *Media relations: Teori, strategi, dan intelijen*. Depok: PT RajaGrafindo Persada.