



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, 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

- (2021, Agustus 3). Retrieved from [www.instagram.com](https://www.instagram.com/p/CSGWcBVhVML/?igshid=YmMyMTA2M2Y=):
<https://www.instagram.com/p/CSGWcBVhVML/?igshid=YmMyMTA2M2Y=>
- (2021, Agustus 13). Retrieved from [www.instagram.com](https://www.instagram.com/p/CSg7_KvITsG/?igshid=YmMyMTA2M2Y=):
https://www.instagram.com/p/CSg7_KvITsG/?igshid=YmMyMTA2M2Y=
- (2022). Retrieved from www.astra.co.id: <https://www.astra.co.id/>
- (2022). Retrieved from [www.astra.co.id](https://www.astra.co.id/About-Astra/Astra-Organization-Structure): <https://www.astra.co.id/About-Astra/Astra-Organization-Structure>
- Anggito, A., & Setiawan, J. (2018). *Metodologi Penelitian Kualitatif*. Sukabumi: CV Jejak.
- Argenti, P. A. (2008). *Corporate Communication. Fifth Edition*. New York: Irwin/McGraw-Hill.
- Asih, T. W., Fitiriawati, D., & Sariwaty, Y. (2019). Pendidikan dan Pelatihan Sebagai Strategi Public Relations Dalam Mengelola Reputasi Medion. *Jurnal Digital Media & Relationship (JDMR)*, 39-47.
- Auxier, B. (2020, Juli 13). *Activism on social media varies by race and ethnicity, age, political party*. Retrieved from [www.pewresearch.org](https://www.pewresearch.org/fact-tank/2020/07/13/activism-on-social-media-varies-by-race-and-ethnicity-age-political-party/):
<https://www.pewresearch.org/fact-tank/2020/07/13/activism-on-social-media-varies-by-race-and-ethnicity-age-political-party/>
- Bahri, D. S. (2020, Juni 3). *Apa itu Kenormalan Baru?* Retrieved from kemensos.go.id: <https://kemensos.go.id/apa-itu-kenormalan-baru>
- Batubara, J. (2017). Paradigma Penelitian Kualitatif dan Filsafat . *Jurnal Fokus Konseling*, 95-107.
- Broom, G. M., & Sha, B.-L. (2013). *Cutlip & Center's Effective Public Relations*. England: Pearson.
- Butterick, K. (2013). *Pengantar Public Relations: Teori dan Praktik*. Jakarta: Rajawali Pers.
- Carroll, C. E. (2013). *The Handbook of Communication and Reputation*. Chicester: Wiley-Blackwell.
- Cerita Hasim & Sukir Saat Menerima Bantuan #SemangatSalingBantu Dari Astra. (2021, Agustus 26). Retrieved from www.astra.co.id:

<https://www.astra.co.id/Media-Room/Press-Release/Cerita-Hasim-Sukir-Saat-Menerima-Bantuan-SemangatSalingBantu-Dari-Astra>

Cerita Hasim & Sukir, Penerima Bantuan #SemangatSalingBantu dari Astra.

(2021, Agustus 26). Retrieved from mediaindonesia.com:

<https://mediaindonesia.com/humaniora/428225/cerita-hasim-sukir-penerima-bantuan-semangatsalingbantu-dari-astra>

Christiyaningsih. (2022, Mei 10). *Lima Peran dan Tugas Humas dalam Perusahaan, Sobat Wajib Tahu Ini!!!* Retrieved from www.republika.co.id: <https://www.republika.co.id/berita/rbnh9b459/lima-peran-dan-tugas-humas-dalam-perusahaan-sobat-wajib-tahu-ini>

Cornelissen, J. (2014). *Corporate Communication A Guide to Theory & Practice, Fourth Edition*. London: SAGE Publications Ltd.

Creswell, J. (2014). *Penelitian Kualitatif & Desain Riset*. Yogyakarta: Pustaka Pelajar.

Creswell, J. W., & Creswell, J. D. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches, Fifth Edition*. Los Angeles: SAGE Publications, Inc.

Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry & Research Design: Choosing Among Five Approaches*. Thousand Oaks: SAGE Publications, Inc.

D, K. G., Hafiar, H., & Budiana, H. R. (2016). STRATEGI MEDIA RELATIONS PT ASTRA INTERNATIONAL TBK DALAM MEMPUBLIKASIKAN PROGRAM SATU INDONESIA. *Komunikatif: Jurnal Ilmiah Komunikasi*, 18-34.

Daftar Lengkap Pemenang PRIA 2022. (2022, Maret 25). Retrieved from www.prindonesia.co: <https://www.prindonesia.co/detail/2636/Daftar-Lengkap-Pemenang-PRIA-2022>

Danandjaja. (2011). *PERANAN HUMAS DALAM PERUSAHAAN*. Yogyakarta: Graha Ilmu.

Dantes, N. (2012). *Metode Penelitian*. Yogyakarta: Andi Offset.

Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research*. Thousand Oaks: SAGE Publications, Inc.

Dimock, M. (2019, Januari 17). *Defining generations: Where Millennials end and Generation Z begins*. Retrieved from www.pewresearch.org: <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>

- Doorley, J., & Garcia, H. F. (2021). *Reputation Management: The Key to Successful Public Relations and Corporate Communication*. New York: Routledge.
- Dorimulu, P., Kania, D., & Aziz, A. (2017, September 23). *Nilai Catur Dharma, Kunci Sukses Astra*. Retrieved from www.beritasatu.com: <https://www.beritasatu.com/ekonomi/454090/nilai-catur-dharma-kunci-sukses-astra>
- Dowling, G. R. (2016). Defining and Measuring Corporate Reputations. *European Management Review*, 1-17.
- Evriyana, A., & Indrayani, H. (2021). STRATEGI PR INDONESIA DALAM MEMBANGUN CORPORATE REPUTATION MELALUI EVENT JAMBORE PR INDONESIA (JAMPIRO). *KINESIK*, 110-127.
- Fariastuti, I., & Pasaribu, M. (2020). KAMPANYE PUBLIC RELATIONS #MEDIALAWANCOVID19 DI MEDIA MASSA. *Jurnal Pustaka Komunikasi*, 212-220.
- Febriani, L. (2020, April 27). *Lewat Gerakan Semangat Saling Bantu, Astra Bantu UMKM Bertahan di Tengah Covid-19*. Retrieved from www.tribunnews.com: <https://www.tribunnews.com/bisnis/2020/04/27/lewat-gerakan-semangat-saling-bantu-astra-bantu-umkm-bertahan-di-tengah-covid-19>
- Firmansyah, D., & Fauzi, E. P. (2017). MODEL KOMUNIKASI KAMPANYE PENGALANGAN DANA OLEH PERUSAHAAN PENYIARAN TELEVISI UNTUK Mendukung KEGIATAN KEMANUSIAAN. *COMMUNICATION*, 123-145.
- Gassing, S. S., & Suryanto. (2016). *Public Relations*. Yogyakarta: CV Andi Offset.
- Gelorakan #SemangatSalingBantu, Astra Distribusikan 15.000 Paket Bantuan Tahap Pertama*. (2022, April 13). Retrieved from swa.co.id: <https://swa.co.id/swa/business-update/pt-astra-international-tbk/gelorakan-semangatsalingbantu-astra-distribusikan-15-000-paket-bantuan-tahap-pertama>
- Gerakan Semangat Saling Bantu Dari Astra Salurkan 30.000 Paket Makanan Untuk Pengemudi Ojek Online*. (2021, Agustus 18). Retrieved from www.astra.co.id: <https://www.astra.co.id/Media-Room/Press-Release/Gerakan-Semangat-Saling-Bantu-Dari-Astra-Salurkan-30-000-Paket-Makanan-Untuk-Pengemudi-Ojek-Online>

- Hardjana, A. A. (2008). Komunikasi dalam Manajemen Reputasi Korporasi. *Jurnal Ilmu Komunikasi, Volume 5, Nomor 1*, 1-24.
- Hariyani. (2016). MODEL KAMPANYE PILKADA ATASI POLITIK UANG DAN SIKAP PESIMIS PEMILIH (Telaah teoritis dan konsep implementasinya). *Jurnal Ilmiah Komunikasi MAKNA*, 178-193.
- Harrison, K. (2020, Juni 1). *Why a good corporate reputation is vital, especially during these COVID-19 times*. Retrieved from cuttingedgepr.com: <https://cuttingedgepr.com/good-corporate-reputation-is-vital-especially-during-covid-19-times/>
- Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative Research Methods*. Thousand Oaks: SAGE.
- Herdiansyah, H. (2019). *Wawancara, Observasi, dan Focus Group: Sebagai Instrumen Penggalan Data Kualitatif*. Depok: Rajawali Pers.
- Herdiansyah, H. (2019). *WAWANCARA, OBSERVASI, DAN FOCUS GROUPS Sebagai Instrumen Penggalan Data Kualitatif*. Depok: Rajawali Pers.
- Hidayat, D., Kuswarno, E., Zubair, F., & Hafiar, H. (2018). Public Relations Communication Behavior Through a Local-Wisdom Approach: The Findings of Public Relations Components Via Ethnography as Methodology. *Malaysian Journal of Communication*, 56-72.
- Husni, M., Sugiyanto, D. R., & Nurnisya, F. (2017). *Reputasi yang Berkarakter*. Jakarta: PT Media Piar Indonesia.
- Ihsanuddin. (2020, Maret 3). *Fakta Lengkap Kasus Pertama Virus Corona di Indonesia*. Retrieved from kompas.com: <https://nasional.kompas.com/read/2020/03/03/06314981/fakta-lengkap-kasus-pertama-virus-corona-di-indonesia?page=all>
- Inilah Pemenang Indonesia PR of The Year ke 14. (2021, Maret 4). Retrieved from rm.id: <https://rm.id/baca-berita/etalase-bisnis/66887/inilah-pemenang-indonesia-pr-of-the-year-ke-14>
- Jefkins, F. (1992). *Hubungan Masyarakat*. Jakarta: Intermedia.
- Jefkins, F. (2003). *Public Relations, terj Daniel Yadin*. Jakarta: Erlangga.
- Keller, K. L. (2012; 2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. England: Pearson Education.
- Kurniawan, R. (2019, Oktober 30). *SEKTOR OTOMOTIF TERNYATA BUKAN CUMA ASTRA, TETAPI*. Retrieved from kampungpasarmodal.com: <https://kampungpasarmodal.com/article/detail/209/sektor-otomotif-ternyata-bukan-cuma-astra->

tetapi#:~:text=PT%20Indomobil%20Sukses%20International%20Tbk%20(IMAS)%20merupakan%20kompetitor%20ASII%20dalam,Foton%2C%20Great%20Wall%2C%20Mack.

- Laily, I. N. (2022, April 13). *10 Perusahaan Terbesar di Indonesia Berdasarkan Kapitalisasi Pasar*. Retrieved from katadata.co.id: <https://katadata.co.id/agung/berita/625650017b0af/10-perusahaan-terbesar-di-indonesia-berdasarkan-kapitalisasi-pasar>
- Lindlof, T. R., & Taylor, B. C. (2011). *Qualitative Communcation Research Methods*. United States of America: SAGE.
- Lindlof, T. R., & Taylor, B. C. (2019). *Qualitative Communication Research Methods (4th ed.)*. Thousand Oaks, CA: SAGE.
- Luncurkan Gerakan #SemangatSalingBantu Astra Ajak Masyarakat Untuk Berbagi Sesama*. (2020, April 17). Retrieved from www.astra.co.id: <https://www.astra.co.id/Media-Room/Press-Release/Luncurkan-Gerakan-SemangatSalingBantu-Astra-Ajak-Masyarakat-Untuk-Berbagi-Sesama>
- Megan, D., & Noer, M. K. (2020). Public Relations Strategy on Responding Environmental Issues to Sustain Corporate Image: A Descriptive Study of Danone-AQUA's #BijakBerplastik. *Journal Communication Spectrum: Capturing New Perspectives in Communication*, 58-67.
- MENGELOLA REPUTASI PERUSAHAAN DI TENGAH PANDEMI DALAM PERSPEKTIF HUMAS*. (2020, Oktober 8). Retrieved from www.perhumas.or.id: <https://www.perhumas.or.id/mengelola-reputasi-perusahaan-di-tengah-pandemi-dalam-perspektif-humas/>
- MENUJU NORMAL BARU, HIDUP BERDAMPINGAN DENGAN COVID-19*. (2020, Mei 28). Retrieved from kanimcilacap.kemenkumham.go.id: https://kanimcilacap.kemenkumham.go.id/page/berita_detail/m-67/menuju-normal-baru-hidup-berdampingan-dengan-covid-19
- Moleong, L. J. (2012). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Paket Bantuan #SemangatSalingBantu Dari Astra Untuk Indonesia*. (2021, September 8). Retrieved from www.astra.co.id: <https://www.astra.co.id/Media-Room/Press-Release/Paket-Bantuan-SemangatSalingBantu-Dari-Astra-Untuk-Indonesia>
- Patton, M. Q. (2002). *Qualitative Research and Evaluation Methods (3rd edn)*. Thousand Oaks, CA: Sage Publications.
- Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods*. Thousand Oaks: SAGE Publications.

Penanganan Pandemi Covid-19 perlu Sinergi dan Gotong Royong Semua Pihak.

(2021, Agustus 6). Retrieved from www.kemenkopmk.go.id:
<https://www.kemenkopmk.go.id/penanganan-pandemi-covid-19-perlu-sinergi-dan-gotong-royong-semua-pihak>

Pongtiku, A., & Kayame, R. (2019). *METODE PENELITIAN: TRADISI KUALITATIF*. Bogor: IN MEDIA.

PR DI DUNIA NORMAL BARU. (2020, Juni 4). Retrieved from www.perhumas.or.id: <https://www.perhumas.or.id/pr-di-dunia-normal-baru/>

Public Annual Report 2020. (2020). Retrieved from www.astra.co.id:
<https://www.astra.co.id/Public/Annual-Report/2020-Annual-Report.pdf>

Public Annual Reports Astra 2021. (2021). Retrieved from www.astra.co.id:
https://www.astra.co.id/Public/Annual-Report/Astra_Annual_Report_2021.pdf

PUBLIC RELATIONS: NEW NORMAL, NEW STYLE. (2020, Juli 7). Retrieved from iprahumas.id: <https://iprahumas.id/detailpost/public-relations-new-normal-new-style>

Puspito, H. (2018, Februari 14). *Corporate Reputation, Seberapa Pentingkah?* Retrieved from wartaekonomi.co.id:
<https://www.wartaekonomi.co.id/read170815/corporate-reputation-seberapa->

Putra, I. G. (1999). *Manajemen Hubungan Masyarakat*. Yogyakarta: Universitas Atma Jaya.

Putri, G. S. (2020, Maret 12). *WHO Resmi Sebut Virus Corona Covid-19 sebagai Pandemi Global*. Retrieved from kompas.com:
<https://www.kompas.com/sains/read/2020/03/12/083129823/who-resmi-sebut-virus-corona-covid-19-sebagai-pandemi-global?page=all#:~:text=KOMPAS.com%20%2D%20Organisasi%20Kesehatan%20Dunia,%2C%20AS%2C%20hingga%20Afrika%20Selatan.>

Rayakan HUT ke-76 Kemerdekaan RI, Astra Ajak Masyarakat Gelorakan Gerakan #SemangatSalingBantu. (2021, Agustus 3). Retrieved from www.astra.co.id: <https://www.astra.co.id/Media-Room/Press-Release/Rayakan-HUT-ke-76-Kemerdekaan-RI-Astra-Ajak-Masyarakat-Gelorakan-Gerakan-SemangatSalingBantu>

Rayakan HUT ke-76 RI, Astra Gelorakan Gerakan Semangat Saling Bantu. (2021, Agustus 3). Retrieved from mediaindonesia.com:

<https://mediaindonesia.com/humaniora/422830/rayakan-hut-ke-76ri-astra-gelorakan-gerakan-semangat-saling-bantu>

- Ruslan, R. (2005). *Kiat dan Strategi Kampanye Public Relations*. Jakarta: PT Raja Grafindo Persada.
- Ruslan, R. (2007). *KAMPANYE PUBLIC RELATIONS*. Jakarta: PT RajaGrafindo Persada.
- Ruslan, R. (2013). *Metode Penelitian: Public Relations dan Komunikasi (edisi 6)*. Jakarta: PT RajaGrafindo Persada.
- Ruslan, SH, MM, R. (2016). *Manajemen Public Relations & Media Komunikasi: Konsepsi dan Aplikasi*. Jakarta: Rajawali Pers.
- Safitri, K. K., Sonya, P., & Wattimena, N. (2021). Public Relations Strategy in Improving Cinema Company Reputation (Case Study Cinema21). *COMMENTATE: Journal of Communication Management*, 185-194.
- Sari, A. A. (2017). *DASAR-DASAR PUBLIC RELATIONS TEORI DAN PRAKTIK*. Yogyakarta: Deepublish.
- Setiawan, W. (2021, Maret 4). *Di Tengah Pandemi, Majalah MIX MarComm Kembali Selenggarakan PR of The Year 2021*. Retrieved from mix.co.id: <https://mix.co.id/mix-award/pr-of-the-year/di-tengah-pandemi-majalah-mix-marcomm-kembali-selenggarakan-pr-of-the-year-2021/>
- Shiao, D. (2010). *Virtual Events: Ready, Set, Go*. Retrieved from allvirtual.files.wordpress.com: https://allvirtual.files.wordpress.com/2010/07/virtual_events_ready_set_go.pdf
- SIARAN PERS. (2020, April 17). Retrieved from www.astra.co.id: <https://www.astra.co.id/Media-Room/Press-Release/Luncurkan-Gerakan-SemangatSalingBantu-Astra-Ajak-Masyarakat-Untuk-Berbagi-Sesama>
- Smith, R. D. (2013). *Strategic Planning For Public Relations 4th*. New York: Routledge.
- Smith, R. D. (2017). *Strategic Planning for Public Relations*. New York: Routledge.
- Soemirat, S., & Ardianto, E. (2017). *Dasar-Dasar Public Relations*. Bandung: PT Remaja Rosdakarya.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.

- Tentang Astra*. (2022). Retrieved from www.astra.co.id:
<https://www.astra.co.id/About-Astra>
- The State of Corporate Reputation in 2020: Everything Matters Now*. (2020, January). Retrieved from www.webershandwick.com:
https://www.webershandwick.com/wp-content/uploads/2020/01/The-State-of-Corporate-Reputation-in-2020_executive-summary_FINAL.pdf
- Tracy, S. J. (2020). *Qualitative Research Methods Collecting Evidence, Crafting Analysis, Communicating Impact*. Hoboken: John Wiley and Sons, Inc.
- Trimanah. (2012). REPUTASI DALAM KERANGKA KERJA PUBLIC RELATIONS. *Jurnal Ilmiah Komunikasi Makna*, 92-102.
- Trochim, W. M. (1989). Outcome pattern matching and program theory. *Evaluation and Program Planning*, Vol. 12, 355-366.
- TUJUH INSTANSI SABET PLATINUM PRIA 2022*. (2022, Maret 26). Retrieved from iprahumas.id: <https://iprahumas.id/detailpost/tujuh-instansi-sabet-platinum-pria-2022>
- van Riel, C. B., & Fombrun, C. J. (2007). *Essentials of Corporate Communication*. Abingdon: Routledge.
- Venus, A. (2004). *Manajemen Kampanye: Panduan Teoretis dan Praktis dalam Mengefektifkan Kampanye Komunikasi*. Bandung: Simbiosis Rekatama Media.
- Wuri. (2021, September 8). *Dari Astra untuk Indonesia, Kobarkan Semangat Saling Bantu Sesama*. Retrieved from www.merdeka.com:
<https://www.merdeka.com/peristiwa/dari-astra-untuk-indonesia-kobarkan-semangat-saling-bantu-sesama.html>
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods*. Thousand Oaks: SAGE Publications, Inc.
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods, Sixth Edition*. Los Angeles: SAGE Publications, Inc.