



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

Buku

- Argenti, Paul A. 2013. *Corporate Communication (Sixth Edition)*. Singapore: McGraw-Hill.
- Cutlip, Scott M., Center, Allen H., & Broom, Glen M. 2009. *Effective Public Relations 10th Edition*. New Jersey: Pearson.
- Effendy, Onong Uchjana. 2006. *Hubungan Masyarakat: Suatu Studi Komunikasi*. Bandung: Remaja Rosdakarya.
- Heath, Robert L. ed. 2005. *Encyclopedia of Public Relations (Volume 1)*. Thousand Oaks: Sage Publications.
- Jefkins, Frank. 2003. *Public Relations*. Jakarta: Erlangga.
- Iriantara, Yosal. 2011. *Media Relations: Konsep, Pendekatan, dan Praktik*. Bandung: Remaja Rosdakarya.
- Newsom, Doug, Turk, Judy VanSlyke, & Kruckeberg, Dean. 2010. *This is PR: The Realities of Public Relations Tenth Edition*. Boston: Wadsworth Cengage Learning.
- Smith, Ronald D. 2013. *Strategic Planning for Public Relations (4th Edition)*. New York: Routledge.

Non Buku

- Careers in Advertising & Public Relations*. 2004. San Francisco: WetFeet, Inc.
- Swerling, J., Thorson, K., Tenderich, B., Yang, A., Li, Z., Gee, E., & Savastano, E. 2014. *Generally Accepted Practices VIII*. Los Angeles: USC Annenberg.
- Public Relations Society of America. 2012. “About Public Relations”. Diakses 10 Desember 2016.
<https://www.prsa.org/aboutprsa/publicrelationsdefined/#.WEu48rx7aRs>.
- R3. 2016. “R3 Global Agency Family Tree 2016”. Diakses 19 Desember 2016.
<http://www.rthree.cc/en/insight/detail/469J2DO.html>.