



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, 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

- Argenti, P. 2009, *Corporate Communications*, 5th edn. New York: McGraw-Hill.
- Black, C. 2009, *The PR Practitioner's Desktop Guide*, 2nd edn. London: Thorogood Publishing Ltd.
- Bivins, T.H. 2008. *Public Relations Writing: The Essentials of Style and Format*, 6th edn. New York: McGraw-Hill
- Breakenridge, D. 2012, *Social Media and Public Relations*. New Jersey: Pearson Education Inc.
- Duhé, S. 2012, *New Media and Public Relations*. New York: Peter Lang Publishing Inc.
- McQuail, D. 2010, *McQuail's Mass Communication Theory*, 6th edn. Singapore: SAGE Publications
- Schenkler, I. & Herrling, T. 2004, *Guide to Media Relations*. New Jersey: Pearson Education Inc.
- Solis, B. & Breakenridge, D. 2011. *Putting the Public Back in Public Relations: How Social Media is Reinventing the Aging Business of PR*, 7th edn. New Jersey: Pearson Education Inc.

 ONLINE
<https://www.ogilvypr.com>

<http://www.wpp.com/wpp/companies/ogilvy-public-relations/office/ogilvy-public-relations-jakarta/>

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A