

DAFTAR PUSTAKA

- Afnan, D. & F. (2020). Kegiatan Marketing Public Relations dalam mempertahankan Citra Perusahaan. *Jurnal Soshum Intensif*, 3(1).
- Anggraeni, N. D. (2014). STRATEGI PUBLIC RELATIONS DALAM Mendukung Pemasaran Pembangkit Listrik Nasional (PLN). *Jurnal ASPIKOM*, 2(3).
<http://jurnalaspikom.org/index.php/aspikom/article/view/71>
- Annur, C. M. (2024). 10 Aplikasi Media Sosial yang Paling Banyak Dipakai Pengguna Internet* di Indonesia (Januari 2024). Databoks.
<https://databoks.katadata.co.id/datapublish/2024/03/01/ini-media-sosial-paling-banyak-digunakan-di-indonesia-awal-2024>
- Antara. (2024). *Kemenperin: Industri makanan-minuman penopang ekonomi Indonesia*. <https://www.antaraneews.com/berita/3992028/kemenperin-industri-makanan-minuman-penopang-ekonomi-indonesia>
- Aryesta, A. E. Selmi, S. (2022). Analisis Strategi Komunikasi KPI Menggunakan Situational Theory of Public Relation. *Jurnal Communio*, 11(1).
<https://ejurnal.undana.ac.id/index/index.php/JIKOM/article/view/5037/3437>
- Cousins, J., Lillicrap, D., & Weekes, S. (2014). *Food and Beverage Service* (9th editio). Hodder Education.
- Fishbein, Martin. & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley.
- Freeman, R. E. (1984). *Strategic Management: A Stakeholder Approach*. Pitman Publishing.
- Grunig, J. E. (2014). *Excellence Theory in Public Relations*. University of Maryland.
http://kdpaine.blogs.com/files/encylopedia-of-communication9781405131995_chapter_399.pdf

- Javalgi, R. (1992). Hospital Image: A Correspondence Analysis Approach. *Journal of Health Care Marketing*.
- Kim, K. (2008). Brand Equity in Hospital Marketing. *Journal of Business Research*, 61(2).
- Muhamad, A. (2015). *Komunikasi Organisasi*. PT Bumi Aksara.
- Philip Kotler, K. K. (2013). *Manajemen Pemasaran*. Erlangga.
- Rangkuti, F. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. PT Gramedia Pustaka Utama.
- Ries, A. R. & L. (2004). *The Fall of Advertising & The Rise of PR*. HarperCollins.
- Sukmayani, O. J. (2021). MEDIA MONITORING MODEL IN PUBLIC RELATIONS OF BUMN (State-owned enterprises) COMPANIES. *Jurnal Agama Sosiasl Dan Budaya*, 4(2). <https://e-journal.uac.ac.id/index.php/almada/article/view/1284/681>

The image shows a large, light blue watermark of the letters 'UMMN' in a bold, rounded font. The watermark is centered on the page and partially overlaps with the text above it.

LAMPIRAN

Lampiran A Nama Lampiran

(kelengkapan dokumen lampiran) yang wajib:

54

Aktivitas Public Relation Di Biko Group..., Daffa Triharyanto, Universitas Multimedia Nusantara