

## Daftar Pustaka

- O'Brien, J. A., & Marakas, G. M. (2011). *Management Information Systems: Technology and Applications*. McGraw-Hill.
- Carlos, W. &. (2005). *Special event and brand activation*.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward a moral theory of corporate behavior. *Business & Society*, 30(1), 49-71.
- Chaffey, D., & Smith, P. R. (2008). *The state and future of UK online marketing*. *Journal of Marketing Management*.
- Fearn-Banks, Kathleen (2006). *Crisis Communications: A Casebook Approach*.
- Charles E. Fombrun (2012). *The Human Advantage: New Perspective on Corporate Reputation and Performance*.
- Kotler, Philip, dan Armstrong, Gary. (2010). *Prinsip-prinsip Pemasaran*. Edisi ke-15. Jakarta: Erlangga.
- Wolseley, Rillan E. (2010). *Understanding Magazines*. Iowa.
- Shannon, Claude E., dan Weaver, Warren. (1949). *The Mathematical Theory of Communication*. University of Illinois Press.
- Aerowisata. (2022). *Laporan Tahunan 2022*. Jakarta: Aerowisata.

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