

DAFTAR ISI

- Argenti, P. A. (2023). *Corporate communication* (Eighth edition, international student edition for use outside of the U.S). McGraw Hill.
- Bonnafous-Boucher, M., & Rendtorff, J. D. (2016). *Stakeholder Theory: A Model for Strategic Management*. Springer International Publishing.
<https://doi.org/10.1007/978-3-319-44356-0>
- Cawsey, T., & Rowley, J. (2016). Social media brand building strategies in B2B companies. *Marketing Intelligence & Planning*, 34(6), 754–776.
<https://doi.org/10.1108/MIP-04-2015-0079>
- Chaffey, D., & Chadwick, F. (2022). *Digital Marketing: Strategy, Implementation and Practice* (Eighth Edition). Pearson.
- Cornelissen, J. (2020). *Corporate communication: A guide to theory and practice* (Sixth). SAGE.
- Cunconan, T. M. (2018). Intranet. In R. L. Heath & W. Johansen, *The International Encyclopedia of Strategic Communication* (1st ed., pp. 1–3). Wiley. <https://doi.org/10.1002/9781119010722.iesc0092>
- deloitte.com. (2022). *Global Outsourcing Survey 2022* [dataset].
- DiMarco, J. (2017). *Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations* (1st ed.). Wiley.
<https://doi.org/10.1002/9781119267485>
- Fitriyaningrum, J. (2019). Implementasi Sistem Alih Daya atau Outsourcing Dalam Mencapai Kesejahteraan Pekerja Indonesia Ditinjau Dari Undang-

- Undang Nomor 13 Tahun 2003. *Indonesian State Law Review (ISLRev)*, 2(1), 322–335. <https://doi.org/10.15294/islrev.v2i1.38448>
- Getz, D., & Page, S. J. (2023). *Event Studies: Theory and Management for Planned Events* (5th ed.). Routledge.
<https://doi.org/10.4324/9781003374251>
- Haryanto, A.-F. (2021). *PENGANTAR JURNALISTIK*. Bildung.
- Humaira, F. R. (2022, July 14). *Pemanfaatan Internet oleh Pelaku Usaha Digital*.
<https://databoks.katadata.co.id/datapublish/2022/07/14/pemanfaatan-internet-oleh-pelaku-usaha-digital>
- indotelko.com. (2021, September 21). *OMNIX, Omni Channel Platform karya anak bangsa*. <https://www.indotelko.com/read/1632146393/omnix-bangsa>
- Jasrianto, M. K. A., Firdaus, M. F., Rafi', M., Mugni, Z., Ruslina, E., & Gustina, D. R. (2023). *Keberadaan Perusahaan Sebagai Organ Masyarakat dalam Perspektif Hukum Dagang*.
- Jethwaney, J. (2023). *Corporate Communication: Concepts and Practice* (1st ed.). Routledge India. <https://doi.org/10.4324/9781032694702>
- Krawczyk, N. (2022). *Copywriting strategies: A no-nonsense guide to writing persuasive copy for your business*. Rockridge Press.
- Kurnia, N. (2023, July 23). *Annual Report Adalah: Definisi Lengkap dan Komponen di Dalamnya, Isinya Apa Aja?*
<https://www.idxchannel.com/market-news/annual-report-adalah-definisi-lengkap-dan-komponen-di-dalamnya-isinya-apa-aja>
- Lehmann, W. (2019). *The Public Relations Writer's Handbook*.

Pang, Y., Zhang, S., & Xin Jiang, A. (2021). Outsourcing: Overview and Trends.

In M. Franco (Ed.), *Outsourcing and Offshoring*. IntechOpen.

<https://doi.org/10.5772/intechopen.98333>

Sandoval, M. (2014). *From Corporate to Social Media* (0 ed.). Routledge.

<https://doi.org/10.4324/9781315858210>

Saptodewo, F. (2014). *DESAIN INFOGRAFIS SEBAGAI PENYAJIAN DATA MENARIK*.

tirto.id. (2022, January 17). *VADS Indonesia Ungkap Tiga Tren Utama*

Pendorong Industri BPO. <https://tirto.id/vads-indonesia-ungkap-tiga-tren-utama-pendorong-industri-bpo-gi8A>

White, D. G. (2020). *Disrupting corporate culture: How cognitive science alters accepted beliefs about culture and culture change and its impact on leaders and change agents*. Routledge.

