

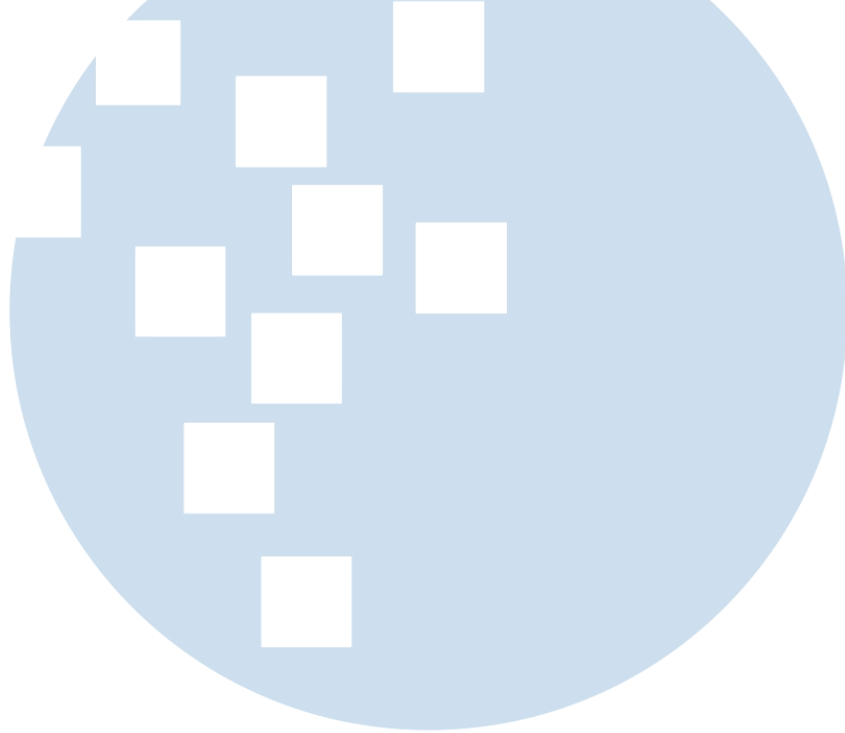
## DAFTAR PUSTAKA

- Ainur, O. ;, Ferry, R., Dharma, A., Mojopahit, J., & Sidoarjo, B. (2021). *Buku Ajar Dasar-dasar Public Relations Diterbitkan oleh UMSIDA PRESS.*
- Angie Hendershot\_ Lisa Loewen\_ Charles Marsh\_ David Guth\_ Bonnie Poovey  
*Short - Strategic Writing\_ Multimedia Writing for Public Relations, Advertising and More-Routledge (2024).* (n.d.).
- Bourne, C. (n.d.). *Public Relations and the Digital Professional Discourse and Change COMMUNICATING IN PROFESSIONS AND ORGANIZATIONS.*
- Dunn, J. (n.d.). *Public Relations techniques that work.*
- Eggensperger, J., & Salvatore, J. (n.d.). *Strategic Public Relations Writing; Proven Tactics and Techniques.*
- Fauzan, R. (2021, April 22). *Belanja Iklan 2020 Moncer, Nielsen: Ini Proyeksi untuk 2021.* Retrieved from *Bisnis.com:* <https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>
- Griffin, E. M., Ledbetter, A., & Sparks, G. (n.d.). *A FIRST LOOK AT COMMUNICATION THEORY TENTH EDITION.*
- Handin, R., Purwo, S., & Puspasari, D. (n.d.). *Peran Humas Dalam Meningkatkan Citra Positif Pada Badan Pengembangan Sumber Daya Manusia (BPSDM) Provinsi Jawa Timur.* <https://journal.unesa.ac.id/index.php/jpap>
- Henslowe, Philip., & Institute of Public Relations (Great Britain). (1999). *Public relations : a practical guide to the basics.* Kogan Page.
- Jenna Guarneri - *You Need PR\_ An Approachable Guide to Public Relations for Early-Stage Companies-Greenleaf Book Group (2022).* (n.d.).
- Lee, M., Neeley, G., & Stewart, K. (n.d.). *The Practice of Government Public Relations; Second Edition.*

- Mawadda, I., Batanghari, I., Anggelia Safitri, A., Anggraini, A., & Rohman, S. (n.d.). Peran Komunikasi Organisasi Bagi Efektivitas Lembaga Pendidikan Islam Di Era Globalisasi. In *Jurnal Manajemen Pendidikan Islam* (Vol. 3, Issue 1).
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC Principles and Practice*. New Jersey: Pearson Education.
- Moss, D., & DeSanto, B. (2022). *Public Relations Cases*. In *Public Relations Cases*. Routledge. <https://doi.org/10.4324/9780429446856>
- Myers, C. (n.d.). *Public Relations History; Theory, Practice, and Profession; First Edition*.
- NN. (n.d). Diskominfo Tangerang Selatan Kota. [https://diskominfo.tangerangselatankota.go.id/main/content/submenu/Sekilas\\_DISKOMINFO/7](https://diskominfo.tangerangselatankota.go.id/main/content/submenu/Sekilas_DISKOMINFO/7)
- O'Donnell, A. (2023). *Public Relations and Communications: From Theory to Practice*. In *Public Relations and Communications: From Theory to Practice*. Taylor and Francis. <https://doi.org/10.4324/9781003253815>
- Oliver, Sandra. (2007). *Public relations strategy*. Kogan Page.
- Praise for Digital Marketing Strategy*. (n.d.).
- Public Relations In The Networked Publics*. (n.d.).
- Rochmaniah, D. (2021). *Buku Ajar Dasar-Dasar Public Relations*. In *Umsida Press*. <https://press.umsida.ac.id/index.php/umsidapress/article/view/978-623-6292-23-5>
- Shimp, Terrence A.; Andrews, J. Craig. (2018). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (10 ed.). South-Western: Cengage Learning.

Suprawoto. (n,d). Government Public Relations. Books.google

[https://books.google.co.id/books?id=ApNeDwAAQBAJ&printsec=frontcover&hl=id&source=gbs\\_ge\\_summ#v=onepage&q&f=false](https://books.google.co.id/books?id=ApNeDwAAQBAJ&printsec=frontcover&hl=id&source=gbs_ge_summ#v=onepage&q&f=false)



# UMMN

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