

References

- Arriagada, A., & Ibáñez, F. (2020). "You need at least one picture daily, if not, you're dead": Content creators and platform evolution in the social media ecology. *Social Media Society*, 6(3), 205630512094462. <https://doi.org/10.1177/2056305120944624>
- Azhari, S., Saepulmilah, C., & Meita, T. (2022). Development of literature academic anxiety from 2002-2021: A bibliometric analysis approach. *Jurnal Nasional Holistic Science*, 1(1), 1–10. <https://doi.org/10.30596/jcositte.v1i1.xxxx>
- Bapenda. (2023, Oktober 25). *Gambaran umum*. Kabupaten Tangerang Gemilang. <https://bapenda.tangerangkab.go.id/profil-konten/254refrens>
- Bivins, T. (2023). *Mixed media: Moral distinctions in advertising, public relation, and journalism* (4th ed.). Routledge.
- Budiastuti, R. E., & Wijayatiningsih, T. D. (2019). Analysing Communication Strategies of Youtube Video by Students of English Department in Unimus. *Surakarta English and Literature Journal*, 2(1), 29. <https://doi.org/10.52429/selju.v2i1.228>
- Cutlip, S. M. (1976). Public relations in the government. *Public Relations Review*, 2(2), 5–28. [https://doi.org/10.1016/s0363-8111\(76\)80001-x](https://doi.org/10.1016/s0363-8111(76)80001-x)
- Goetzen, I. (2019). *The evolution of public relations in a digital world: How practices have changed with the rise of social media*. [Master's Thesis, Uramus University Rotterdam]
- Grimmelikhuijsen, S., De Vries, F., & Zijlstra, W. (2018). Breaking bad news without breaking trust: The effects of a press release and newspaper coverage on perceived trustworthiness. *Journal of Behavioral Public Administration*, 1(1). <https://doi.org/10.30636/jbpa.11.16>

Haryanti, S., & Rusfian, E. Z. (2019). Government public relations and social media: Bridging the digital divide on people with social welfare problems. *JKAP (Jurnal Kebijakan dan Administrasi Publik)*, 22(2), 128–145. <https://doi.org/10.22146/jkap.34602>

Kamilla, A. M, & Hasanah, R. (2024). Pemanfaatan aplikasi media sosial instagram pada aktivitas digital public relations dalam meningkatkan customer trust online shop @lessa.id. *Journal of Comprehensive Science*, 2(3).

Kehinde, O., Joseph, & Mayowa, G. (2016). Public relations: Pathway for the entrepreneur to achieve enduring client-customer relationship. Evidence from three Nigerian SMEs. *Journal of Business Administration and Management Sciences Research*, 5(1), 1-008. <https://core.ac.uk/download/pdf/32226877.pdf>

Lacarcel, F. J., & Huete, R. (2023). Digital communication strategies used by private companies, entrepreneurs, and public entities to attract long-stay tourists: a review. *International Entrepreneurship and Management Journal*, 19. <https://doi.org/10.1007/s11365-023-00843-8>

Manafe, L. A., & Ardeana, Y. (2022). Strategy to increase brand awareness through public relations activities with pencils analysis method. *International Journal of Education, Social Studies, and Management (IJESSM)*, 2(3), 76–91. <https://doi.org/10.52121/ijessm.v2i3.126>

Meiliana, I., Khoiri Muzaki, I., & Sherina, S. (2021). Optimalisasi peran teknologi informasi dalam kepatuhan wajib pajak. In *Prosiding Seminar Nasional Ekonomi dan Perpajakan*, 1(1), 2021. <http://conference.um.ac.id/index.php/taxcenter/article/download/3180/pdf>

Mukhsin, M. (2020). Peranan teknologi informasi dan komunikasi menerapkan sistem desa dalam publikasi informasi desa di era globalisasi. *Teknokom*, 3(1), 7–15. <https://doi.org/10.31943/teknokom.v3i1.43>

UNIVERSITAS
MULTIMEDIA
NUSANTARA

- Nugraha, A. R., Sjoraida, D. F., Erdinaya, L. K., & Komariah, K. (2020). Komunikasi humas pemerintahan kabupaten/kota di Jawa Barat melalui media digital Instagram. *Jurnal Kajian Komunikasi*, 8(2), 221–239. <https://doi.org/10.24198/jkk.v8i2>
- Orefice, C. (2018). Designing for events – a new perspective on event design. *International Journal of Event and Festival Management*, 9(1), 20–33. <https://doi.org/10.1108/ijefm-09-2017-0051>
- Puspitasari, N., & Purwani, D. A. (2022). *Cyber Public Relations (Berubah atau Terlibas)*. Adipura Book Centre.
- Seitel, F. P. (2019). *Practice of public relations*. Pearson.
- Simmons, P., & Spence, E. (2006). The practice and ethics of media release journalism. *Australian Journalism Review*. <https://researchoutput.csu.edu.au/en/publications/the-practice-and-ethics-of-media-release-journalism>
- Theaker, A. (2020). *The Public Relations Handbook* (6th ed.). Routledge.
- Whatmough, T. (2019). *Digital PR*. Emerald Publishing Limited.

