

DAFTAR PUSTAKA

- Creswell, J. W. (2014). *Penelitian kualitatif & desain riset: memilih di antara lima pendekatan*. Yogyakarta: Pustaka Pelajar.
- Creswell, J. W. (2018). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches (Fifth Edit)*. Los Angeles: SAGE.
- Coombs, W.T. (2014) *Applied crisis communication and crisis management*, Thousand Oaks, CA: *SAGE Publication*
- Cornelissen, J. (2014). *Corporate Communication: A Guid to Theory & Practice*. London, Inggris: *SAGE Publications*.
- Gunawan. (2013). *Metode penelitian kualitatif teori & praktik*. Jakarta: Bumi Aksara.
- Hasan, M., Harahap, T. K., (2023). *Metode penelitian kualitatif*. Penerbit Tahta Media.
- Jessica, S., & Ilfandy, A. (2018). *Aktivitas Public Relations Angkasa Pura II Dalam Menangani Pemberitaan Negatif Terminal 3 Bandara Soekarno-Hatta*. *PROfesi Humas*, 2(2), 119-135.
- Johnston, J. (2012). *Media Relations: Issues and strategies (2nd ed.)*. Routledge. <https://doi.org/10.4324/9781003116516>
- Kriyantono, R. (2015). *Public Relations Issue and Crisis Management*. Jakarta: Prenanda Media Group.
- Kriyantono, R. (2021). *Teknik Praktis Riset Komunikasi Kuantitatif dan Kualitatif Edisi Kedua (Edisi kedua)*. Jakarta: Kencana.
- Kustiawati, K., Setiadarma, A., & Priliantini, A. (2019). *Strategi Public Relations dalam Manajemen Isu Keamanan Pangan di Pizza Hut Indonesia*. *Jurnal Komunika: Jurnal Komunikasi, Media Dan Informatika*, 8(1), 53-62.
- LSPR. (2023). *Apa Itu Public Relations?*

- Neha Singh, A. R. P. (2017). *Role of Public Relations in Image Management of An Organization. International Journal of Advance Research, Ideas and Innovation in Technology*, 3(4), 164–168. <https://www.ijariit.com/manuscripts/v3i4/V3I4-1183>.
- Rahayu, S., Sartika, I., & Liawati, E. (2023). Manajemen Krisis SMA YPHB dalam Menangani Berita Negatif Terkait Kenakalan Remaja. *Action Research Literate*, 7(10), 62-67.
- Siagian, A. O., & Cahyono, Y. (2021). Strategi Pemulihan Pemasaran UMKM di Masa Pandemi Covid-19 Pada Sektor Ekonomi Kreatif. *Jurnal Teknologi Dan Sistem Informasi Bisnis*, 3(1), 206–217. <https://doi.org/10.47233/jitekssis.v3i1.212>
- Susanto, D., & Jailani, M. S. (2023). Teknik Pemeriksaan Keabsahan Data Dalam Penelitian Ilmiah. *QOSIM: Jurnal Pendidikan, Sosial & Humaniora*, 1(1), 53-61.
- Toha, M., & Anoh, E. (2023). Strategi *Public Relations* Dalam Menangani Pemberitaan Negatif Di Media Massa Atas Pengoperasian Teknologi Pionir Indonesia. *Technomedia Journal*, 8(2 Oktober), 235-247.
- Yunus, Eddy. (2016). *Manajemen Strategis*. Yogyakarta: CV Andi Offset.
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods. In Journal of Hospitality & Tourism Research (Sixth Edit, Vol. 53, Issue 5)*. United Kingdom: SAGE. <https://doi.org/10.1177/109634809702100108>
- Yin R. K. (2014). *Case Study Research Design and Methods (5th ed.)*. Thousand Oaks, CA: SAGE. 282 pages.
- Wilcox, D. L., Cameron, G.T. (2006) *Public Relations Strategies and Tactics (8TH Edition)* Pearson, Boston.