

DAFTAR PUSTAKA

- Bentley Motors. (n.d.). *Walter Owen Bentley | History and Heritage*. Bentley Motors.
<https://www.bentleymotors.com/en/about-bentley/history-and-heritage/w-o-bentley.html>
- Burgess, H. (2024, Februari 2). *How PR drives automotive brands forward*. Hannah Burgess PR.
<https://hannahburgesspr.com/how-pr-drives-automotive-brands-forward/>
- Butterick, K. (2022). *Pengantar Public Relation: Teori & Praktek* (1st ed.). Rajawali Pers.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2019). *Effective Public Relations*. Prentice Hall.
- EON Chemical Solutions. (2022, Februari 5). *Industri Otomotif dan 6 Sistem Bisnis yang Perlu Anda Ketahui*. Eonchemicals.
<https://www.eonchemicals.com/artikel/6-sistem-bisnis-industri-otomotif/>
- Eurokars Group. (n.d.). *Corporate profile*. Eurokars Group.
<https://www.eurokarsgroup.com/the-group/#Corporate-Profile>
- Eurokars Group. (n.d.). *Eurokars Group*. Corporate Profile.
<https://www.eurokarsgroup.com/the-group/>
- Falah, R., & Setiawan, E. (2022, January). *Aktivitas Media Monitoring Bidang Humas Badan Pengelola Keuangan Haji Republik Indonesia*. In Bandung Conference Series: Public Relations (Vol. 2, No. 1, pp. 26-31)
- Foresight Research: Automotive Public Relations is the most effective communication for influencing the new vehicle buying decision*. (2023, November 8). Yahoo! Finance.
https://finance.yahoxo.com/news/foresight-research-automotive-public-relations-150400772.html?guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAADA9nG6bqzymYOSpjMKJuy9e3DwKha zCSHrm tv9YRnkFSggpu5YOABuaiXcJMN1b9A1RjUvKQCGt4xGZG9S7tzTIGrye
- Kementerian Koordinator Bidang Perekonomian Republik Indonesia. (2023, December 3). *Dorong Kinerja Sektor Industri Otomotif, Menko Airlangga Tegaskan Indonesia Siap Menjadi Produsen Electric Vehicle bagi Pasar Global*. Kementerian Koordinator Bidang Perekonomian.
<https://www.ekon.go.id/publikasi/detail/5527/dorong-kinerja-sektor-indust>

[ri-otomotif-menko-airlangga-tegaskan-indonesia-siap-menjadi-produsen-electric-vehicle-bagi-pasar-global](#)

Kementerian Perindustrian Republik Indonesia. (2021, Februari 19). *Menperin: Industri Otomotif Jadi Sektor Andalan Ekonomi Nasional*. Kementerian Perindustrian Republik Indonesia.
<https://www.kemenperin.go.id/artikel/22297/Menperin:-Industri-Otomotif-Jadi-Sektor-Andalan-Ekonomi-Nasiona>

Sriramesh, K., & Verčič, D. (Eds.). (2020). *The Global Public Relations Handbook: Theory, Research, and Practice*. Routledge.

Wilcox, D. L., Reber, B. H., Shin, J. H., & Cameron, G. T. (2023). *Public Relations: Strategies and Tactics, 12th Edition* (12th ed.). Pearson.
<https://www.pearson.com/en-us/subject-catalog/p/public-relations-strategies-and-tactics/P200000006759/9780137945511>

Wilcox, D. L., & Reber, B. H. (2015). *Public Relations Writing and Media Techniques*. Pearson Education.

Wirakusumah, A. T. (2021). *Industri otomotif untuk negeri: menjadi pemain utama era mobil listrik*. Pustaka Kaji.

UMN

UNIVERSITAS

MULTIMEDIA

NUSANTARA