

DAFTAR PUSTAKA

- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
- Coombs, W. T. (2019). *Ongoing crisis communication: Planning, managing, and responding* (5th ed.). SAGE Publications.
- Cornelissen, J. (2020). *Corporate communication: A guide to theory and practice* (6th ed.). SAGE Publications.
- Covey, S. R., & Merrill, R. R. (2020). *First things first: To live, to love, to learn, to leave a legacy*. Simon & Schuster.
- Kementerian Badan Usaha Milik Negara Republik Indonesia. (2022). *Laporan Tahunan BUMN 2022*. <https://www.bumn.go.id/>
- Kontan.co.id. (2023, Oktober 17). BUMN perlu perkuat komunikasi publik demi transparansi. <https://industri.kontan.co.id/>
- Macnamara, J. (2015). *Data-driven public relations: The analytics of communications*. Palgrave Macmillan.
- Percy, L., & Elliott, R. (2016). *Strategic advertising management* (5th ed.). Oxford University Press.
- PT Asuransi Jasa Indonesia (Jasindo). (2025). *Laporan internal Divisi Corporate Communication* [Data tidak dipublikasikan].
- Universitas Multimedia Nusantara. (2023). *Kurikulum Program Studi Ilmu Komunikasi*. <https://fikom.umn.ac.id/>
- Waddington, S., & Earl, J. (2023). *Data-driven public relations: Harnessing analytics and metrics for effective communication*. Kogan Page.