

DAFTAR PUSTAKA

- 5W Public Relations Firm. (2025, January 17). *5WPR Public Relations Blog | NYC PR Firm | 5WPR. Public Relations Blog | 5W PR Agency | PR Firm.* <https://www.5wpr.com/new/the-importance-of-building-media-relations-in>
- Bland, M., Theaker, A., & Wragg, D. W. (2005). *Effective media relations: How to Get Results.* Kogan Page Publishers.
- Griffin, E. A., Ledbetter, A., & Sparks, G. G. (2019). *A first look at communication theory.*
- Hidayat, D. (2015). *Media Public Relations : Pendekatan studi kasus Cyber public relations sebagai metode kerja PR digital* (1st ed.). Graha Ilmu.
- Johnston, J. (2012). *Media relations: Issues and Strategies.* Routledge.
- Masrudin, N. M. (2022). HUBUNGAN BUDAYA DAN NILAI ORGANISASI TERHADAP KINERJA KARYAWAN DI PT. PARAMOUNT LAND GADING SERPONG. *Jurnal Ilmiah Manajemen Ekonomi Dan Bisnis*, 1(2), 07–10. <https://doi.org/10.51903/jimeb.v1i2.333>
- Media Relations : Konsep, Strategi, dan Aplikasi (Rini Darmastuti). (2012). Andi.
- Padilah, N. R., Rahmat, N. A., & Nugraha, A. R. N. (2023). Strategi Media Relations Konsultan Public relations dalam membentuk brand image klien. *Communcology Jurnal Ilmu Komunikasi*, 11(2), 192–215. <https://doi.org/10.21009/comm.1102.03>

Prasasti, W. (2019). *Strategi dan Aktivitas Media relations Humas Dinas*

Komunikasi dan Informatika. <http://eprints.undip.ac.id/75967/>

SIAPA KAMI | Global Environmental Conservation Organization - WWF

Indonesia. (n.d.). <https://www.wwf.id/id/siapa-kami>

Smith, R. D. (2014). *Public relations: The Basics.*

Strategi dan Aktivitas Media relations Humas Dinas Komunikasi dan

Informatika - Diponegoro University | Institutional Repository (UNDIP-

IR). (n.d.). <http://eprints.undip.ac.id/75967/>

Syahputra, I. (2019). *Media Relations : teori, strategi, praktik, dan media*

intelijen. http://digilib.umsu.ac.id/index.php?p=show_detail&id=22068

