

DAFTAR PUSTAKA

- Fill C, & Fill K E. (2018). *Business marketing communications: Guiding theory and practice*. Pearson Education.
- Fog, K., Budtz, C., Munch, P., & Blanchette, S. (2017). *Storytelling: Branding in practice*. Springer.
- Grunig, J. ., & Dozier, D. . (2019). *Excellent public relations and effective organizations: A study of communication management in three countries*. Routledge.
- Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2017). Defining strategic communication. *International Journal of Strategic Communication*, 1(1), 3–35.
<https://doi.org/https://doi.org/10.1080/15531180701285244>
- IASC. (2015). *Communicating in emergencies: Best practices and lessons learned*. Inter-Agency Standing Committee. <https://www.humanitarianresponse.info>
- Macnamara, J. (2018). *Evaluating public communication: Exploring new models, standards, and best practice*. Routledge.
- Social, W. A. (2025). *Digital 2025: Indonesia*. <https://wearesocial.com>

