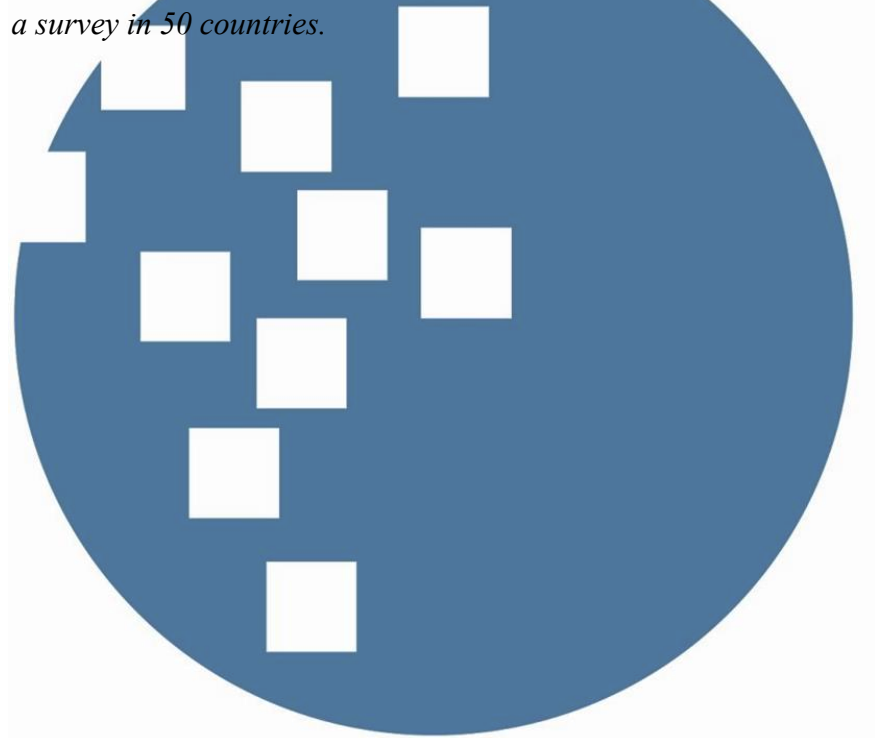


DAFTAR PUSTAKA

- Fauzan, R. (2021, April 22). *Belanja Iklan 2020 Moncer, Nielsen: Ini Proyeksi untuk 2021*. Retrieved from Bisnis.com: <https://ekonomi.bisnis.com/read/20210422/12/1384960/belanja-iklan-2020-moncer-nielsen-ini-proyeksi-untuk-2021>
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC Principles and Practice*. New Jersey: Pearson Education.
- Shimp, Terrence A.; Andrews, J. Craig. (2018). *Advertising Promotion and Other Aspects of Integrated Marketing Communications* (10 ed.). South-Western: Cengage Learning.
- Amabile, T. M., & Pratt, M. G. (2016). The dynamic componential model of creativity and innovation in organizations: Making progress, making meaning. *Research in Organizational Behavior*, 36, 157–183. <https://doi.org/10.1016/j.riob.2016.10.001>
- Bovée, C. L., & Thill, J. V. (2017). *Business communication today*. Pearson.
- Camilleri, M. A. (2021). *Strategic corporate communication in the digital age*. Emerald Group Publishing.
- Clampitt, P. G. (2016). *Communicating for managerial effectiveness: Challenges, strategies, solutions*. Sage Publications.
- Cornelissen, J. P. (2023). *Corporate communication: A guide to theory and practice*. Frank, J. (2018). *Public relations for management success*. In Routledge eBooks. <https://doi.org/10.4324/9780203702611>
- Fuchs, C. (2021). *Social media: A critical introduction*.
- Gulbrandsen, I. T. (2020). *Strategizing communication: Theory and practice*.
- Hadeed, A. Y. A., Maysari, I., Aldroubi, M. M., Attar, R. W., Olaimat, F. A., & Habes, M. (2024). Role of public relations practices in content management: The mediating role of new media platforms. *Frontiers in Sociology*, 8. <https://doi.org/10.3389/fsoc.2023.1273371>

- Johnston, J. (Ed.). (2020). Public relations: Theory and practice. Routledge.
- Laudon, K. C., & Laudon, J. P. (2021). Management information systems: Managing the digital firm, global edition. Pearson Higher Ed.
- Lee, C., Li, M., & Zhang, J. (2025). How climate risk affects corporate green innovation: Fresh evidence from China's listed companies. *Emerging Markets Finance and Trade*, 1–14.
<https://doi.org/10.1080/1540496x.2024.2449463>
- Lipschultz, J. H. (2023). Social media communication: Concepts, practices, data, law and ethics. Routledge.
- Lucas, S. E., & Stob, P. (2020). The art of public speaking. McGraw-Hill.
- Luttrell, R., & Wallace, A. A. (2024). Social media and society: An introduction to the mass media landscape. Rowman & Littlefield.
- Macnamara, J. R. (2016). Organizational listening: The missing essential in public communication. Peter Lang Publishing.
- Martinelli, R. (2021). –Public relations writing basics. The evolving world of public relations.
- Schein, E. H. (2024). Organizational culture and leadership.
- Scott, D. M. (2024). The new rules of marketing & PR: How to use content marketing, AI, social media, podcasting, video, and newsjacking to reach buyers directly. John Wiley & Sons.
- Smith, R. D. (2020). Strategic planning for public relations. Routledge.
- Theunissen, P., & Sissons, H. (2017). Relationship building in public relations.
<https://doi.org/10.4324/9781315645933>
- Wilcox, D. L., Reber, B. H., Shin, J., & Cameron, G. T. (2023). Public relations: Strategies and tactics.
- Wyllie, M. (2021). Developments in the "LNG to Power" market and the growing importance of floating facilities (No. 172). OIES Paper: NG.

Zerfass, A., Verhoeven, P., Moreno, Á., Tench, R., & Verčič, D. (2017). European Communication Monitor 2017: *How strategic communication deals with the challenges of visualisation, social bots and hypermodernity: Results of a survey in 50 countries.*



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA