

DAFTAR PUSTAKA

- Andrews, J. C., & Shimp, T. A. (2018). *Advertising, Promotion, and other aspects of Integrated Marketing Communications* (10th ed.). Cengage Learning.
- Clow, K. E., & Baack, D. (2022). *Integrated Advertising, Promotion, and Marketing Communications* (9th ed.). Pearson Education Limited.
- Dewi, N. P. S., Asnawi, A., Amelia, Adif, R. M., Putri, T. D., Okviana, L., Jaya, R. C., Meltareza, R., Wiryany, D., & Bramantyo, B. D. (2024). *Komunikasi Pemasaran* (1st ed.). PT Penamuda Media.
- Egan, J. (2015). *Marketing Communications* (2nd ed.). SAGE Publications Ltd.
- Fill, C., & Turnbull, S. (2019). *Marketing Communications: Touchpoints, Sharing and Disruption* (8th ed.). Pearson Education Limited.
- Google Trends. (n.d.-a). *Tren Merek Pipa di Indonesia*.
- Google Trends. (n.d.-b). *Tren Pipa di Indonesia*.
- Gregory, A. (2010). *Planning and Managing Public Relations Campaigns: A Strategic Approach* (3rd ed.). Kogan Page Limited.
- Mo, R. Y. (2023). Corporate Reputation and Users' Behavioral Intentions: Is Reputation the Master Key That Moves Consumers? *Sage Open*, 13(1). <https://doi.org/10.1177/21582440231154486>
- Rahayu, E. M. (2024, December 24). *Gaya Kepemimpinan Generasi ke-2 Vinilon Besarkan Bisnis Keluarga*. SWA. <https://swa.co.id/read/454624/gaya-kepemimpinan-generasi-ke-2-vinilon-besarkan-bisnis-keluarga>
- Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). *Marketing Communications: Objectives, Strategy, Tactics* (1st ed.). SAGE Publications Ltd.
- Santos, S., Augusto, L., Ferreira, S., Santo, P. E., & Vasconcelos, M. (2023). Recommendations for Internal Communication to Strengthen the Employer Brand: A Systematic Literature Review. *Administrative Sciences*, 13(10), 223.
- Simamora, V., & Celeste, C. (2018). PENGARUH REPUTASI PERUSAHAAN TERHADAP KEPUTUSAN PEMBELIAN DENGAN KEPERCAYAAN KONSUMEN SEBAGAI VARIABEL

INTERVENING (Studi Kasus Pada Konsumen Air Minum Dalam Kemasan Galon Merek AQUA di Kecamatan Tanjung Priok Jakarta Utara). *Jurnal Akuntansi Manajerial (Managerial Accounting Journal)*, 2(2), 24–36. <https://doi.org/10.52447/jam.v2i2.930>

Susanto, V. Y. (2025, February 10). Tahun 2025-2029, Kementerian PU Targetkan KPBU Proyek Infrastruktur Rp 544,48 Triliun. *Kontan*. <https://nasional.kontan.co.id/news/tahun-2025-2029-kementerian-pu-targetkan-kpbu-proyek-infrastruktur-rp-54448-triliun>

Vinilon. (n.d.). Reels. In *Instagram*. Retrieved April 3, 2025, from https://www.instagram.com/vinilon_group/reels/

Vinilon. (2025a). *Berita*. <https://vinilon.com/berita>

Vinilon. (2025b). Job Description Departemen Marketing. In *Unpublished*.

Vinilon. (2025c). Konten Feeds. In *Instagram*. https://www.instagram.com/lifeatvinilon.id?utm_source=ig_web_button_share_sheet&igsh=ZDNlZDc0MzIxNw==

Vinilon. (2025d). Konten TikTok. In *TikTok*. https://www.tiktok.com/@vinilongroup?is_from_webapp=1&sender_device=pc

Vinilon. (2025e). *Tentang Kami*. <https://vinilon.com/tentang-kami/>

Weigold, M. F., & Arens, W. F. (2018). *M: Advertising* (3rd ed.). McGraw-Hill.

Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public Relations Strategies and Tactics* (11th ed.). Pearson Education Limited.

Wilcox, D. L., & Reber, B. H. (2014). *Public Relations Writing and Media Techniques* (7th ed.). Pearson Education Limited.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A