

DAFTAR PUSTAKA

- Afifi, S. (2021). The Relationship Marketing Communication Strategy During the Covid-19 Pandemic: A Case Study of Islamic Schools in Yogyakarta. *Atlantis Press SARL*, 596(Jcc), 235–239.
- Balmer, J. M. T., & Podnar, K. (2021). Corporate brand orientation: Identity, internal images, and corporate identification matters. *Journal of Business Research*, 134(June), 729–737. <https://doi.org/10.1016/j.jbusres.2021.06.016>
- Bisel, R. S., & Adame, E. A. (2017). Post-Positivist/Functionalist Approaches. *The International Encyclopedia of Organizational Communication*, 1–22. <https://doi.org/10.1002/9781118955567.wbieoc168>
- Constantin, A., & Petruca, I. (2019). The Role of The Spokesperson in The Process of Public Relations. *International Journal of Communication Research*, 9(3), 261–265.
- Creswell, J. W., & Creswell, J. D. (2018). Mixed Methods Procedures. In *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Denzin, N. K., & Lincoln, Y. S. (2018). Qualitative Inquiry Reaserch Design. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Devina, E., & Irawan, R. E. (2021). Analysis of Click Bait Phenomena in Indonesia Online News Media: Tribunnews.com with News Value. *Proceedings of the 2nd Southeast Asian Academic Forum on Sustainable Development (SEA-AFSID 2018)*, 168, 182–186. <https://doi.org/10.2991/aebmr.k.210305.033>
- Dewi, R. S., & Kom, S. I. (2019). Pelni Sea Toll Program Public Relation Strategies: An Evaluative Study on Pelni's Communication Strategy. *Ajhssr.Com*, 3, 236–251. <https://www.ajhssr.com/wp-content/uploads/2019/03/ZB1933236251.pdf>
- Elistyarini, Y. (2018). Pr Online : Studi Tentang Strategi Public Relations Pada Strategi Public Relations..., Fenty Fauziah Nur Islami, Universitas Multimedia Nusantara

- Kegiatan Media Online Di Pemerintah Kabupaten Tabalong. *Jurnal Universitas Airlangga*, 1–6.
- Firmansyah, M. A. (2019). Buku Pemasaran Produk dan Merek. *Buku Pemasaran Produk Dan Merek, August*, 1–337.
- Gassing, S. S. (2015). Suryanto.(2016). *Public Relations*.
- Heryana, A. (2019). *Informan dan Pemilihan Informan dalam Penelitian Kualitatif*.
- Ismail, R. I., Mukhroman, I., & Ahmad, I. (2024). Analisis Framing Pemberitaan Pemberantasan Narkoba dan Rencana Strategi Humas Badan Narkotika Nasional. *Jurnal Syntax Admiration*, 5(8), 3024–3035.
<https://doi.org/10.46799/jsa.v5i8.1476>
- Jaelani, D. I. (2018). Manajemen Public Relations (Humas) Pendidikan Islam: Kajian Tematik Al Quran dan Hadits. *Istawa: Jurnal Pendidikan Islam*, 3(2), 57. <https://doi.org/10.24269/ijpi.v3i2.1501>
- Jangdal, L., Cepaite-Nilsson, A., & Stúr, E. (2019). Hyperlocal journalism and PR: Diversity in roles and interactions. *Observatorio*, 13(1), 1–20.
<https://doi.org/10.15847/obsOBS13120191278>
- Keller, K. L., & Swaminathan, V. (2020). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. In *Strategic Brand Management* (5th Editio). <https://doi.org/10.1093/hebz/9780198797807.001.0001>
- Khusna, I. H., Santoso, E., Pangestuti, S., Setiansah, M., Novianti, W., & Adi, T. N. (2022). Mengangkat Potensi Lokal Melalui Hyperlocal Communication. *Jurnal Pustaka Komunikasi*, 5(2), 372–381.
<https://doi.org/10.32509/pustakom.v5i2.2248>
- Kim, J. N., & Ni, L. (2013). Two Types of Public Relations Problems and Integrating Formative and Evaluative Research: A Review of Research Programs within the Behavioral, Strategic Management Paradigm. *Journal of Public Relations Research*, 25(1), 1–29.

<https://doi.org/10.1080/1062726X.2012.723276>

Kotler, P., & Keller, K. L. (2016). *Marketing Management Global Edition* (Vol.

15E). <https://doi.org/10.1080/08911760903022556>

Kriyantono, R. (2018). *Meneropong praktik public relations di Indonesia dengan teori dan riset: disertai contoh-contoh riset kontemporer*. Universitas Brawijaya Press.

Mardliyah, A. (2018). Fenomena Clickbait di Tribunnews. com Ditinjau dari Kode Etik Jurnalistik Indonesia Periode Maret 2018. *Jurnal Heritage*, 6(1), 20–28.

Mirza, M., Suseno, A., & Aulian. (2020). Strategi Public Relations Dalam Rebranding Rumah Sakit Awal Bros Menjadi Primaya Hospital.

DIALEKTIKA KOMUNIKA: Jurnal Kajian Komunikasi Dan Pembangunan Daerah, 8(1), 23–35.

Murinska, S. (2019). Impact of Hyperlocal Media on Local Communities.

SOCIETY. INTEGRATION. EDUCATION. Proceedings of the International Scientific Conference, 6, 401. <https://doi.org/10.17770/sie2019vol6.3897>

Murti, T. K. (2019). Pengaruh Brand Image, Promosi dan Biaya Pendidikan Terhadap Keputusan Mahasiswa Melanjutkan Studi Pada Program Studi Pendidikan Ekonomi. *Edunomic Jurnal Pendidikan Ekonomi*, 7(2).

<https://doi.org/10.33603/ejpe.v7i2.1969>

Neuman, W. L. (2014). Social Research Methods: Qualitative and Quantitative Approaches. In *Teaching Sociology* (Seventh Ed, Vol. 30, Issue 3). <https://doi.org/10.2307/3211488>

Ni Putu Sri Widayastini Susila, & Santi Isnaini. (2023). Strategi Public Relations Mandalika Grand Prix Association (MGPA) dalam Manajemen Event World Superbike 2022. *Jurnal Media Dan Komunikasi*, 3(2), 172–194.

<https://doi.org/10.20473/medkom.v3i2.42163>

Nurkinan, D., & November, M. M. (2017). Dampak Media Online Terhadap

- Perkembangan Media Konvensional. *Jurnal Politikom Indonesia*, 2(2), 33–34.
- Pradana, N. J., & Primadini, I. (2021). Peran Komunikasi Korporat dari PT Angkasa Pura I dalam mengimplementasikan Strategi Media Relations. *Soetomo Communication and Humanities*, 2(2), 111–122.
<https://doi.org/10.25139/sch.v2i2.4253>
- Rachmawati, F., Rachmawati UPN, F., Timur Nadjandra Alya Jasmin UPN, J., Timur Septia Rahmatul Jannah Nama Institusi Penulis Ketiga Alamat, J., Raya Rungkut Madya, J., & Anyar, G. (2024). *Penerapan Strategi Public Relation pada Bank Jatim Cabang Utama Surabaya untuk Meningkatkan Citra Perusahaan*. 2(1), 41–52.
- Radcliffe, D. (2013). *Here and Now: UK hyperlocal media today / Nesta*.
<https://www.nesta.org.uk/report/here-and-now-uk-hyperlocal-media-today/>
- Radjagukguk, D. L. (2017). *STRATEGI KOMUNIKASI PEMASARAN SURAT KABAR LOKAL DI ERA DIGITAL DALAM INDUSTRI MEDIA CETAK*.pdf.
- Rangkuti, F. (2009). Strategi promosi yang kreatif & analisis kasus integrated marketing communication. *Language*, 11(273p), 20cm.
- Rosliana, R., & Loisa, R. (2019). Strategi Cyber Public Relations dalam Memanfaatkan Media Sosial untuk Membangun Citra Perusahaan. *Prologia*, 2(2), 480. <https://doi.org/10.24912/pr.v2i2.3733>
- Ruslan, R. (2016). *Management of public relations and communication media concepts and applications*. Jakarta: Rajawali Press.
- Sahertian, C., & Elbaar, S. (2016). Konstruksi harmoni internal melalui strategi komunikasi organisasi. *Jurnal Nomosleca*, 2(2).
- Sari, A. A. (2017). *Dasar-dasar public relations teori dan praktik*. Deepublish.
- Sari, P. M. (2020). Strategi Public Relations Dalam Upaya Membangun Citra Pt. Prudential Life Assurance. *Jurnal Pustaka Komunikasi*, 3(2), 159–166.
- Setiadi, N. J. (2013). Perilaku Konsumen (Revisi). *Jakarta: Kencana Prenada*

Media Group.

- Setyanto, Y., & Anggarina, P. T. (2020). *Public Relations Build Brand Through Social Media (Study at Universitas Tarumanagara as an Entrepreneurship College)*. 439(Ticash 2019), 196–201.
<https://doi.org/10.2991/assehr.k.200515.033>
- Similarweb. (2024a). *Top News & Media Publishers Websites Ranking in Indonesia in March 2024 / Similarweb*. <https://www.similarweb.com/top-websites/indonesia/news-and-media/>
- Similarweb. (2024b). *tribunnews.com Traffic Analytics, Ranking & Audience [November 2024] / Similarweb*.
<https://www.similarweb.com/website/tribunnews.com/#traffic>
- Smith, R. D. (2021). Strategic Planning for Public Relations. In *Long Range Planning* (Vol. 13, Issue 3). [https://doi.org/10.1016/0024-6301\(80\)90124-7](https://doi.org/10.1016/0024-6301(80)90124-7)
- Soemirat, S. (2017). *Dasar-dasar public relations*.
- Steyn, B., & Niemann, L. (2014). Strategic role of public relations in enterprise strategy, governance and sustainability-A normative framework. *Public Relations Review*, 40(2), 171–183.
<https://doi.org/10.1016/j.pubrev.2013.09.001>
- Sulistyo, A. A., & Angelia, C. R. (2023). Strategi Public Relations Astra International dalam Mempertahankan Reputasi di Era Kenormalan Baru. *Jurnal Komunikasi Profesional*, 7(2), 290–312.
<https://doi.org/10.25139/jkp.v7i2.5959>
- Sweetser, K. D., Ahn, S. J. (Grace), Golan, G. J., & Hochman, A. (2016). Native Advertising as a New Public Relations Tactic. *American Behavioral Scientist*, 60(12), 1442–1457. <https://doi.org/10.1177/0002764216660138>
- Teddlie, C., & Yu, F. (2007). Mixed Methods Sampling: A Typology With Examples. *Journal of Mixed Methods Research*, 1(1), 77–100.
<https://doi.org/10.1177/2345678906292430>

- Tribunnews. (2022). *About Us / Tribunnews.com*. <https://m.tribunnews.com/about>
- Utami, L. S. S., Setyanto, Y., & Winduwati, S. (2016). Strategic Public Relations in Building Brand Image Eco-Tourism Lombok. *International Conference on Media, Communications, and Sociology, December*, 40–49.
https://www.researchgate.net/profile/Yugih-Setyanto/publication/311950758_Strategic_Public_Relations_in_Building_Brand_Image_Eco-tourism_Lombok/links/58646f0c08ae6eb871ad0748/Strategic-Public-Relations-in-Building-Brand-Image-Eco-tourism-Lombok.pdf#page=4
- Volk, S. C. (2016). A systematic review of 40 years of public relations evaluation and measurement research: Looking into the past, the present, and future. *Public Relations Review*, 42(5), 962–977.
<https://doi.org/10.1016/j.pubrev.2016.07.003>
- Wang, T.-C. (2017). Marketing Public Relations Strategies to Develop Brand Awareness of Coffee Products. *Science Journal of Business and Management*, 5(3), 116. <https://doi.org/10.11648/j.sjbm.20170503.15>
- Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5. <https://doi.org/10.13140/ejbm.2013.55.65>
- Yin, R. K. (2018). Case study research and applications: Design and methods. In *Journal of Hospitality & Tourism Research* (Vol. 53, Issue 5).
<https://doi.org/10.1177/109634809702100108>
- Yosephine, M., & Diniati, A. (2021). Strategi public relations Sinar Mas Land dalam membangun brand image perusahaan. *PRofesi Humas Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 5(2), 208.
<https://doi.org/10.24198/prh.v5i2.26220>