

DAFTAR PUSTAKA

- AXA Mandiri Financial Services. (2024). *Majalah Super Bulletin*.
https://pubhtml5.com/xztd/hzfv/?utm_source=
- Bank Indonesia. (2023). *Majalah BICARA* (Edisi 98).
https://fliphtml5.com/xzfa/duuh/Majalah_Bank_Indonesia_Edisi_98_2023/?utm_source=
- Bank Mandiri. (n.d.). *Majalah Mandiri Prioritas*.
https://www.bankmandiri.co.id/documents/20143/450322761/Achevee+Mei+-+Final_.pdf/020d5bbb-647b-8a90-fb82-81d95d28792a?t=1751868180234
- Couldry, N., & Hepp, A. (2018). *The mediated construction of reality*. Polity Press.
- Couldry, N., & Hepp, A. (2020). *The digital media and society series: The mediatization of communication*. Polity Press.
- De Keyser, B. (2024). Communication and strategy work: How corporate magazines shape strategy. *Organization Studies*, 45(3)
- Deuze, M., & Prenger, M. (2019). *Making media: Production, practices, and professions*. Amsterdam University Press.
- Finnemann, N. O. (2019). *Digital communication theory: Concepts and models*. Routledge.
- Hepp, A. (2020). *Deep mediatization*. Routledge.
- Johnson, S., & Prijatelj, P. (2019). *The magazine: Everything you need to know to make it in the magazine business* (4th ed.). Oxford University Press.
- Journal of Digital Media & Policy, 10(2), 123–140.
- Kerrigan, F. (2017). *Arts marketing*. SAGE Publications.

- Korindo Group. (2021, Desember). *One Step Ahead* (Vol. 5, Edisi 8).
https://korindonews.com/wp-content/uploads/2022/02/Majalah-OSA-Edisi-8_Indonesia.pdf?utm_source=
- Lobato, R. (2018). *Netflix nations: The geography of digital distribution*. New York University Press.
- Marsh, C., Guth, D. W., & Short, B. P. (2015). *Strategic writing: Multimedia writing for public relations, advertising, and more* (3rd ed.). Pearson.
- Pertamina Drilling Service Indonesia (PDSI). (2019, April). *Energia*.
https://fliphtml5.com/fffir/bxsd/Energiaapr2019/?utm_source=
- PT Petrokimia Gresik. (2023, Oktober). *Majalah GEMA*.
https://fliphtml5.com/xzfda/oijc/9_Majalah_MARKETING_Edisi_September_2023_/?utm_source=
- Tsetsura, K., & Tsai, W.-H. S. (2019). Strategic corporate communication and internal reputation building: Trust, identity, and organizational transparency. *Public Relations Review*, 45(4), 101789.
<https://doi.org/10.1016/j.pubrev.2019.101789>

