

DAFTAR PUSTAKA

- Alaa, M. & Manovich, L. (2018). *Content strategy and writing for digital media*. Routledge.
- Bailey, C., Madden, A., Alfes, K., & Fletcher, L. (2017). The meaning, antecedents and outcomes of employee engagement: A narrative synthesis. *International Journal of Management Reviews*, 19(1), 31–53.
- Buljat, P., Kovacevic, D., & Kulcar, R. (2024). Determining effective color combinations for enhanced legibility presented on print and digital formats. *Applied Sciences*, 14(24), 11498. <https://doi.org/10.3390/app142411498>
- Buyukpehlivan, G. A. (2024). The importance and use of typography in print and digital design. *Motif Akademi Halkbilimi Dergisi*, 17(48), 2406–2426. <https://doi.org/10.12981/mahder.1526320>
- Billerud. (2024). *Print vs. digital communications: Print wins. Again. Billerud Americas Corporation*. https://www.billerud.com/globalassets/billerud/insights/power-of-print/billerud_print-vs-digital-communications.pdf
- Elliot, Andrew J.; Maier, M. A. (2014). Color psychology: Effects of perceiving color on psychological functioning in humans. *Annual Review of Psychology*, 65, 95–120.
- Gamil, Yaser; Abdul Rahman, Ismail; Nagapan, S. (2019). Investigating the effect of poor communication in terms of cost and time overruns in the construction industry. *International Journal of Construction Supply Chain Management*, 9(2), 94–106.
- Hughes, J., & Rog, E. (2008). Talent management: A strategy for improving employee recruitment, retention and engagement within hospitality organizations. *International Journal of Contemporary Hospitality Management*, 20(7), 743–757.

- Jakubiec, M. (2019). The importance of internal communication for management of an organization. *Scientific Papers of Silesian University of Technology. Organization and Management Series*, 2019(134), 47–62. <https://doi.org/10.29119/1641-3466.2019.134.4>
- Karuni, A., Burhanuddin, & Burhani, A.-M. A. I. (2025). Strategi public relation PT PLN (Persero) Corporate University dalam meningkatkan kinerja bidang komunikasi. *EduTIK: Jurnal Pendidikan Teknologi Informasi dan Komunikasi*, 5(3).
- Kerzner, H. (1995). *Project Management: A Systems Approach to Planning, Scheduling, and Controlling* (5th Editio). Van Nostrand Reinhold.
- Kimani, B. (2023). Internal Communication Strategies and Employee Engagement. *Journal of Public Relations*, 2(1), 13–24.
- Lee, Eunmi; Kang, Minjeong; Kim, Yeonjoo; Yang, S.-U. (2022). Exploring the interrelationship and roles of employee–organization relationship outcomes between symmetrical internal communication and employee job engagement. *International Journal of Business Communication*, 59(2), 264–283.
- Lidwell, William; Holden, Kritina; Butler, J. (2010). *Universal Principles of Design* (Revised &). Rockport Publishers.
- Markovic, M. R., Petković, M., Brković, M., & Djurić, S. (2019). Internal communication and employee brand ambassador role. *Economic Horizons*, 21(1), 15–28.
- Men, Linjuan Rita; Stacks, D. W. (2015). The influence of internal communication on employee engagement: A pilot study. *Public Relations Review*, 41(1), 129–131.
- Minaeva, L. V. (2023). Internal press as dialogue-unison. *RUDN Journal of Language Studies, Semiotics and Semantics*, 14(2), 524–538.
- Ng, C. L. (2025). Perancangan corporate magazine PT Mantappu Berkas Digital (Skripsi berbasis karya). Program Studi Ilmu Komunikasi, Fakultas Ilmu Komunikasi, Universitas Multimedia Nusantara, Tangerang.

- Putri, M. A., & Wibowo, T. O. (2025). Internal communication strategies of startup in shaping a productive organizational communication climate. *Jurnal Manajemen Komunikasi*, 9(2), 174–193. <https://doi.org/10.24198/jmk.v9i2.58698>
- Saks, A. M. (2006). Antecedents and consequences of employee engagement. *Journal of Managerial Psychology*, 21(7), 600–619.
- Samara, T. (2017). *Making and Breaking the Grid: A Graphic Design Layout Workshop* (Second Edi). Rockport Publishers.
- Schaufeli, W. B., Salanova, M., González-Romá, V., & Bakker, A. B. (2002). The measurement of engagement and burnout: A two-sample confirmatory factor analytic approach. *Journal of Happiness Studies*, 3(1), 71–92.
- Schaufeli, Wilmar B.; Salanova, Marisa; González-Romá, Vicente; Bakker, A. B. (2002). The measurement of engagement and burnout: A two-sample confirmatory factor analytic approach. *Journal of Happiness Studies*, 3(1), 71–92.
- Setiawan, H., Alya, & Amayati, V. (2025). Analisis tipografi dan tata letak terhadap daya serap informasi dalam media cetak. *Syi'ar: Jurnal Ilmu Komunikasi, Penyuluhan dan Bimbingan Masyarakat Islam*, 8(1), 42–52. <https://doi.org/10.37567/syiar.v8i1.3739>
- Smith, K., Moriarty, S., Barbatsis, G., & Kenney, K. (2005). *Handbook of Visual Communication: Theory, Methods, and Media*. Lawrence Erlbaum Associates Publishers.
- Sobur, A. (2009). *Semiotika komunikasi*. Remaja Rosdakarya.
- Surya, D. E., & Octavia, I. (2018). Departemen komunikasi PT Pupuk Kujang Cikampek sebagai fasilitator komunikasi melalui house journal (majalah internal Kareumbi) perusahaannya. *Jurnal Common*, 2(2).
- Sweller, John; Ayres, Paul; Kalyuga, S. (2011). *Cognitive Load Theory*. Springer.
- Vercic, A. T., Vercic, D., & Sriramesh, K. (2012). Internal communication: Definition, parameters, and the future. *Public Relations Review*, 38(2), 223–230. <https://doi.org/10.1016/j.pubrev.2011.12.019>

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

Williams, J. M., Colomb, G. G., & Bizup, J. (2021). *style: Lessons in clarity and grace* (12th ed). Pearson.

Yue, C. A.; Men, L. R.; Ferguson, M. A. (2021). Examining the effects of internal communication and emotional culture on employees' organizational identification. *International Journal of Business Communication*, 58(2), 168–195.

