

DAFTAR PUSTAKA

- Abdullah, Aceng. *Press Relations*. PT Remaja Rosdakarya. Bandung. 2004.
- Ardianto, Elvinaro. *Handbook of PR*. Simbiosis Rekatama Media. Bandung. 2011.
- Darmastuti, Rini. *Media Relations*. Andi. Yogyakarta. 2012.
- Iriantara, Yosol. *Community Relations*. Simbiosis Rekatama Media. Bandung. 2007.
- Jefkins, Frank. *Public Relations*. Erlangga. Jakarta. 1992.
- Lindenmann, Walter K. *Guidelines and Standards for Measuring and Evaluating PR effectiveness*. FL: Institute for Public Relations. Gainesville. 1997.
- Partao, Zainal Abidin. *Media Relations*. Alaz Surya Productions. Jakarta. 2011.
- Prayudi. *Penulisan Naskah Public Relations*. Andi. Yogyakarta. 2007.
- Ruslan, Rosady. *Kiat dan Strategi Kampanye PR edisi Revisi*. Erlangga. Jakarta. 2002.
- Silver, Sarah. *A Media Relations Handbook for Non-Governmental Organizations*. The Media Diversity Institute (MDI). New York. 2003.
- Wardhani, Diah. *Public Relations*. Simbiosis Rekatama Media. Bandung. 2008.

Sumber Lain

Company Profile PT Indosiar Visual Mandiri