

DAFTAR PUSTAKA

- Adnanputra, Ahmad S, *Public Relations Strategy Book*, PT Network Bhakti Persada, Jakarta, 2005
- Cutlip, Center & Broom, *Effective Public Relations*, Prentice Hall, USA, 1999
- Effendy, Onong Uchjana, *Human Relations and Public Relations*, CV Mandar Maju, Bandung, 1993
- Hardjana, Andre, *Efektifitas Peran Public relations dalam Pengelolaan Situasi Krisis*, Jurnal Studi Komunikasi dan Media, Depok, 2007
- Iriantara, Yosal, *Community Relations Konsep dan Aplikasinya*, Simbiosa Rekatama Media, Jakarta, 2004
- Jeffkins, Frank, *Public Relations*, Erlangga, Jakarta, 1996
- Kasali, Rhenald, *Manajemen Public Relations dan Aplikasinya*, Pustaka Utama Grafiti, Jakarta, 2000
- Kriyantono, Rachmat, *Teknik Praktis Riset Komunikasi*, Kencana Prenada Media Group, Jakarta, 2007.
- _____, *Public Relations Writing*, Kencana Prenada Media Group, Jakarta ,2008
- Moelong, Lexy, *Metode Penelitian Kualitatif*, Raja Grafindo Persada, Jakarta, 2006
- Nasution. S, *Metode Research: Penelitian Ilmiah*, PT. Bumi Aksara, Jakarta, 2007
- Ngurah, I Gusti Putra, *Manajemen Hubungan Masyarakat*, Universitas atma Jaya, Yogyakarta, 1999
- P.Seitel, Fraser, *The Practice Public Relations*, Prentice Hall, Inc, New Jersey, 2004
- Ruslan, Rosady, *Manajemen Humas dan Komunikasi, Konsepsi dan Aplikasi*, PT. Rajagrafindo Persada, Jakarta, 2002
- _____, *Praktik dan Solusi Public Relations dalam Situasi Krisis dan Pemulihan Citra*, Ghalia Indonesia, Jakarta, 1999
- Smith, Rhonald D, *Strategic Planning for Public Relations*, New Jersey. Lawrence Erlbaum Assosiates,Inc, 2005
- Sugiyono, *Metode Penelitian Bisnis*, Alfabeta, Bandung 2008

Wasesa, Silih Agung, *Strategi Public Relations*, PT Gramedia Pustaka Utama, Jakarta, 2005

Wilcox, Dennis L, *Public Relations Strategies and Tactics*, Pearson Education, Inc, USA, 2003

Yaverbaum, Eric, *Public Relations Kit For Dummies*, IDG Books Worldwide, USA, 2001

Sumber lain:

Company Profile CV. Abad Dua Satu Makmur