

DAFTAR PUSTAKA

- Ardianto, Elvinaro. *Handbook of Public Relations : Pengantar Komprehensif*. Bandung: Simbiosis Rekatama Media, 2011
- Argenti, Paul and Janis Forman. *The Power of Corporate Communications: Crafting The Voice and Image of Your Business*. New York: McGraw-Hill, 2007.
- BBC. "Indonesia,". Tes Calon Pramugari Garuda dipersoalkan available from http://www.bbc.co.uk/indonesia/berita_indonesia/2011/08/110824_garudacomplaints.shtml; internet; accessed 20 April 2012.
- Garuda Indonesia. "Annual Reports 2010," available from http://www.garuda-indonesia.com/gi_us/About+Us/Financial+Information/Annual+Report.page?; internet; accessed 24 April 2012
- Kompas. "Bisnis". Pilot Narkoba bisa menjadi pintu kecelakaan. Available from <http://bisniskeuangan.kompas.com/read/2012/02/06/08444286/Pilot.Narkoba.Bisa.Jadi.Pintu.Menguak.Kecelakaan>; internet; accessed 27 April 2012.
- Kuncoro, Mudrajad. *Metode Riset Untuk Bisnis dan Ekonomi*. Jakarta: Erlangga, 2003.
- Liliweri, Alo. *Komunikasi Serba Ada Serba Makna*. Jakarta: Kencana, 2011.
- Melewar, TC and Elizabeth Jenkins. "Defining Corporate Identity Construct". *Corporate Reputation Review* (2002): 76-90
- MetroTV. "Nasional". Pilot nyabu bagaimana keselamatan penumpang. Available from <http://metrotvnews.com/read/newsvideo/2012/02/07/144848/Penumpang-Pilot-Nyabu-Bagaimana-Keselamatan-Penumpang>; internet; accessed 27 April 2012.
- MetroTV. "Ekonomi". Lion Air borong pesawat di Singapore Air Show 2012. Available from <http://metrotvnews.com/read/news/2012/02/17/82187/Lion-Air-Borong-Pesawat-di-Singapores-Airshow-2012/2> ;internet; accessed 27 April 2012.
- Mulyana, Deddy. *Ilmu Komunikasi Suatu Pengantar*. Bandung: PT. Remaja Rosdakarya, 2007.
- Munir, Rinaldi. *Pengolahan Citra Digital Dengan Pendekatan Algoritmik*. Bandung: Informatika, 2004.

- NIDA. "Research Report". Methamphetamine abuse and addiction. Available from <http://www.drugabuse.gov/publications/research-reports/methamphetamine-abuse-addiction>; internet; accessed from 30 April 2012.
- NIDA. "Drug Facts". Methamphetamine. Available from <http://www.drugabuse.gov/publications/drugfacts/methamphetamine>; internet; accessed from 30 April 2012.
- Rakhmat, Jallaludin. *Psikologi Komunikasi*. Bandung: PT. Remaja Rosdakarya, 2011.
- Ruslan, Rosady. *Kiat dan Strategi Kampanye PR*, Jakarta: Rajawali Press, 2002.
- Ruslan, Rosady. *Manajemen Public Relations & Media Komunikasi Massa: Konsepsi dan Aplikasi*. Jakarta: PT. Rajagrafindo Persada, 2010.
- Saitel, Fraser. *The Practice of Public Relations*. New Jersey : Pearson Education, Inc., 2011.
- Sekaran, Uma. *Research Methode for Business, 4th Editions*. Hoboken : John Wiley & Sons, 2002.
- Silalahi, Ulber. *Metode Penelitian Sosial*. Bandung: PT Refika Aditma, 2010.
- Smith, PR., Taylor, Jonatthan,. *The Practice of Public Relations*. New Jersey: Pearson Prantice Hall, 2004.
- Sutisna. *Prilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya, 2001.
- Sutojo, Siswanto. *Membangun Citra Perusahaan*. Jakarta: Damar Mulia Pustaka 2004.
- Sobur, Alex. *Psikologi Umum*. Bandung: Pustaka Setia, 2003.
- Tribunnews. "Nasional, umum" available from <http://www.tribunnews.com/2012/02/04/sudah-tiga-pilot-lion-air-ditangkap-karena-nyabu>; internet; accessed 25 April 2012
- Uyanto, Stanislaus. *Pedoman Analisis Data Dengan SPSS*. Yogyakarta: Graha Ilmu, 2009.
- Wilcox, Cameron, Reber & Shin. *Think, Public Relations*. Boston: Pearson, 2011.