

## REFERENCE

- Cameron, G. T., Reber, B. H. & Wilcox, D. L. (2015). *Public Relations: Strategies and Tactics -11 edition*. Pearson Education. [Accessed in 1 November, 2020]
- Chebli, L., & Gharbi, A. (2014). The Impact of the Effectiveness of Sponsorship on Image and Memorizing: Role of Congruence and Relational Proximity. *Procedia - Social And Behavioral Sciences*, 109, 913-924. doi: 10.1016/j.sbspro.2013.12.564. [Accessed in 2 November, 2020]
- Cheng, J. (2019). Social media and Public Relations. Stamford International University. [Accessed in 2 November, 2020]
- Cho, S. (2006). The power of public relations in media relations: A national survey of health PR practitioners. *Journalism & Mass Communication. Quarterly*, 83, 563-580. [Accessed in 1 November, 2020]
- Choi, S. (2015). The two-step flow of communication in Twitter-based public forums. *Social Science Computer Review*, 33(6), 696-711. [Accessed in 1 November, 2020]
- Cutlip, S. M., et al. (2009) *Effective Public Relations (9<sup>th</sup> Edition)*. Pearson Education. [Accessed in 15 October, 2020]
- Franklin, B., et al. (2009). *Key Concepts in Public Relations*. Sage Publications Inc. [Accessed in 29 October, 2020]
- Giannini, G. T., Jr. (2010). *Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media, (1<sup>st</sup> Edition)*. Pearson Education. [Accessed in 9 October, 2020]
- Griswold, S. (2015). The Two-Step Flow of Communication Theory. *International Journal of Public Opinion*, v6, n4, 323. [Accessed in 1 November, 2020]
- Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalisation. *Prism*, 6(2). [Accessed in 1 November, 2020]
- Halkias, D., & Komodromos, M. (2016). Social media and the practice of marketing public relations. *Int. J. Technology Enhanced Learning*, 8(2), 103–113. [Accessed in 1 November, 2020]
- Harris, T. L. (1998). *Value Added PR – The Secret Weapon of Integrated Marketing*. McGraw-Hill. [Accessed in 25 September, 2020]
- Harris, T. L., & Whalen, P. T. (2006). *The Marketers Guide to Public Relations in*

- the 21st Century*. South-Western Education. [Accessed in 15 October, 2020]
- Howard, C. M., & Mathews, W. K. (2006). *On deadline: Managing Media Relations*. Waveland PR Inc. [Accessed in 1 November, 2020]
- Išoraitė, M. (2016). RAISING BRAND AWARENEES THROUGH INTERNET MARKETING TOOLS. *Independent Journal Of Management & Production*, 7(2), 320-339. doi: 10.14807/ijmp.v7i2.391. [Accessed in 2 November, 2020]
- James, M. (2007). A review of the impact of new media on public relations: Challenges for terrain, practice and education. *Asia Pacific Public Relations Journal*, 8. [Accessed in 2 November, 2020]
- Jefkins, F. (1995). *Public Relations Edisi Keempat*. Erlangga. [Accessed in 15 September, 2020]
- Jefkins, F. (2000). *Public Relations*. Erlangga. [Accessed in 18 October, 2020]
- Johnston, J. (2020). *Media Relations: Issues and strategies*. Routledge. [Accessed in 14 September, 2020]
- Khalifa, M. A. (2019). Youth and New Media. *Faculty of Specific Education*. [Accessed in 2 November, 2020]
- Kotler, P. (2002). *Manajemen Pemasaran Edisi Milenium Jilid 2*. Prenhallindo. [Accessed in 8 October, 2020]
- Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran Jilid I Edisi Kedua belas*. PT. Indeks. [Accessed in 10 October, 2020]
- Kriyantono, R. (2019). Research Strategies and Media Relations in Public Relations Practices. *Jurnal Komunikatif*, 8(2). [Accessed in 1 November, 2020]
- Kurniasih, N. (2018). Online Media as a Movie Reference. doi: 10.1088/1742-6596/1114/1/012087. [Accessed in 5 February 2021]
- Mahmood, I. (2013). Influence and Importance of Cinema on the Lifestyle of Educated Youth. *Journal of Humanities and Social Science*, 17(6). [Accessed in 5 February 2021]
- McQuail, D. (2005). *Teori Komunikasi Massa*. Erlangga. [Accessed in 10 October, 2020]
- Moody, R. F. (2011). The Press Release: Do TV and Newspaper Editors See Eye to Eye. *Public Relations Journal*, 5(2), 1942-4604. [Accessed in 2 November, 2020]

- Papasolomou, I., & Melanthiou, Y. (2012). Social Media: Marketing Public Relations' New Best Friend. *Journal Of Promotion Management*, 18(3), 319-328. doi: 10.1080/10496491.2012.696458. [Accessed in 2 November, 2020]
- Papasolomou, I., Thrassou, A., Vrontis, D., & Sabova, M. (2014). Marketing public relations: A consumer-focused strategic perspective. *Journal Of Customer Behaviour*, 13(1), 5-24. doi: 10.1362/147539214x14024779343631. [Accessed in 2 November, 2020]
- Supa, D. W., & Zoch, L. M. (2009). Maximizing Media Relations Through a Better Understanding of the Public Relations-Journalist Relationship: A Quantitative Analysis of Changes Over the Past 23 years. *Public Relations Journal*, 3(4). [Accessed in 1 November, 2020]
- Trinh, V. D. (2018). Model of Relationship Among Marketing Public Relations Service Quality and Attitude Toward Brand. *ASEAN Marketing Journal*, X(1), 17-30. [Accessed in 2 November, 2020]
- Tymson, C., Lazar, P., & Lazar, R. (2004). *The new Australian and New Zealand Public relations manual*. Tymson Communication. [Accessed in 1 November, 2020]
- Visinema | Company. (2021). Retrieved 2 November 2020, from <https://visinema.co/company>
- Vivian, J. (2008). *Media of Mass Communication (8<sup>th</sup> Edition)*. Allyn & Bacon. [Accessed in 18 October, 2020]
- Wardhani, D. (2008). *Media Relations: Sarana Membangun Reputasi Organisasi*. Graha Ilmu. [Accessed in 15 October, 2020]
- Waters, R. D., Tindall, N. T. J., & Morton, T. S. (2010). Media catching and the journalist public relations practitioner relationship: how social media are changing the practice of media relations. *Journal of Public Relations Research*, 22(3), 241-264. [Accessed in 1 November, 2020]
- Wright, D. K., & Hinson, M. D. (2010). An Analysis of New Communications Media Use in Public Relations: Results of a Five-Year Trend Study. *Public Relations Journal*, 4(2). [Accessed in 1 November, 2020]
- Zhang, W., & Abitbol, A. (2016). The Role of Public Relations in Social Capital. *Online Journal Of Communication And Media Technologies*, 6(3). doi: 10.29333/ojcm/2565. [Accessed in 2 November, 2020]