

DAFTAR PUSTAKA

- Aaker, D. A. (2004). Leveraging the corporate brand. *California management review*, 46(3), 6-18.
- Abadi, S. (1994). *Marketing Public Relations: Upaya Memenangkan Persaingan Melalui Pemasaran Yang Komunikatif*. Jakarta: LM-FEUI.
- Ardianto, E. (2016). *HandBook of Public Relations; Pengantar Komprrhensif*.
- Cutlip, S. M. (1962). *Effective public relations*. Pearson Education India.
- G.B.G.I. (2013). Indonesia's Electronics and Home Appliances Sector. [Http://Www.Gbgindonesia.Com/](http://Www.Gbgindonesia.Com/).
http://www.gbgindonesia.com/en/manufacturing/article/2012/indonesia_s_electronics_and_home_appliances_sector.php
- Grunig, J. E., & Grunig, L. A. (1998). The relationship between public relations and marketing in excellent organizations: evidence from the IABC study. *Journal of marketing communications*, 4(3), 141-162.
- Harris, Thomas L. and Patricia T Whallen. 2006 *The Marketer's Guide To Public Relations in The 21st Century*. Thomson. USA
- Jefkins, F. (1983). What is Public Relations?. In *Public Relations for Marketing Management* (pp. 1-11). Palgrave Macmillan, London.
- Kesrul, M. (2004). *Meeting, Incentive Trip, Conference, Exhibition*. Jakarta: Graha Ilmu.
- Kotler, Philip, and Kevin Lane Keller. *Marketing Management / Philip Kotler, Kevin Lane Keller*. Boston Mass. ; London, Pearson, 2012.
- Mowen, J. C., & Minor, M. (2002). *Perilaku konsumen*. Jakarta: Erlangga, 90.
- 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.
- Plummer, J. T. (2000). How personality makes a difference. *Journal of advertising research*, 40(6), 79-83.
- Rosady Ruslan. *Manajemen Humas Dan Manejemen Komunikasi: Konsep Dan Aplikasi*. Jakarta, Raga Grafindo Persada, 1999.

Sernovitz, A., Kawaski, G., & Godin, S. (2006). Word of mouth marketing. Dearborn Trade, A Kaplan Professional Company

Yefriza, M. (2021, July 23). Mengenal Kisah Asal Usul Tentang MODENA Indonesia. <https://www.tagar.id/>
<https://www.tagar.id/mengenal-kisah-asal-usul-tentang-modena-indonesia>

Wahid, U., & Puspita, A. E. (2017). Upaya peningkatkan brand awareness PT. Go-Jek Indonesia melalui aktivitas marketing public relations. *Jurnal Komunikasi*, 9(1), 31-43.

Wijaya, B. S. (2013). Dimensions of brand image: A conceptual review from the perspective of brand communication. *European Journal of Business and Management*, 5(31), 55-65

