

DAFTAR PUSTAKA

- Anggraeni, G. & Pratami, C. S. (2022). *Marketing Public Relations Strategy in Increasing Customer Loyalty MS Glow Store Bandung*. Jurnal Manajemen dan Bisnis Vol. 1 No. 4
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design. Choosing Among Five Approaches (4th Edition ed.)*. California: Sage Publishing.
- Cynthia. & Rusdi, F. (2018). *Analisis Marketing Public Relations (MPR) Blibli.Com Melalui Media Sosial Dalam Membangun Customer Relations*. Jakarta: Tarumanegara
- Eriyanto. (2011). *Analisis Isi: Pengantar Metodologo untuk Penelitian Ilmu Komunikasi dan Ilmu-ilmu Sosial Lainnya*. Jakarta: Kencana Prenada Media
- Fongana, A. (2009). *Pengaruh Brand Preference terhadap Repeat Purchase pada Produk Shampo Anti Ketombe Clear for Man di Surabaya*. Universitas Petra Surabaya
- Ghani, N. H., Tuhin, M. K. (2016). *Consumer Brand Relationships*. International Review of Management and Marketing Vol. 6-4
- Halim, B. C., Dharmayanti. & Brahman, R. (2014). *Pengaruh Brand Identity terhadap Timbulnya Brand Preference dan Repurchase Interntion pada Merek Toyota*, Jurnal Manajemen Pemasaran Petra: 2, 1-14
- Irianti, L. J. (2018). *Marketing Public Relations dalam Meningkatkan Loyalitas Pelanggan*. Humas: Jurnal Ilmu Hubungan Masyarakat, 3, 1-19
- Keller, K.(2008). *Manajemen Pemasaran*. Jakarta: Erlangga
- Keller, L. (2003). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. New Jersey: Prentice Hall
- Khopipah, S. & Turistiati, A. T. (2019). *Challenges Of a Dual Role of Marketing Public Relations and Public Relations in Developing a Positive Image of PT Overseas Zone*. Jakarta: Universitas Tarumanegara
- Khurram, M., Qadeer, F., & Sheeraz, M. (2018). *The Role of Brand Recall, Brand Recognition and Price Consciousness in Understanding Actual Purchase*. Journal of Research in Social Sciences 6(2), 219-241
- Kotler, P. (2005). *Manajemen Pemasaran: Jilid 1 dan 2*. Jakarta: PT Indeks Kelompok Gramedia

- Kotler, P., Armstrong, G. (2008). *Prinsip-prinsip Pemasaran: Jilid 1 Edisi 12*. Jakarta: Erlangga
- Moleong, L. J. (2017). *Metode Penelitian Kualitatif, cetakan ke-36*. Bandung: Remaja Rosdakarya.
- Mulyana, D. (2013). *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Rosdakarya
- Muzellec, L., Lambkin, M. (2006). *Corporate Rebranding: Destroying, Transferring or Creating Brand Equity*. *European Journal of Marketing*: Vol. 40-7
- Nuraeni, N. (2006). *Pengantar Periklanan dalam Perspektif Komunikasi dan Pemasaran*. Banten: Dinas Pendidikan Provinsi Banten
- Nurfebiaraning, S. (2017). *Manajemen Periklanan*. Yogyakarta: CV Budi Utama
- Papasolomou, I., Thrassou, A., Vrontis, D., Sabova, M. (2014). *Marketing public relations: A consumer-focused strategic perspective*. *Journal of Customer Behaviour* Vol. 13 pp. 5-24
- Puspita, I. R. (2020). *Strategi Marketing Public Relations PT. Berjaya Sally Ceria melalui*
- Ramadani, F. & Sofia, K. R. (2019). *Marketing Public Relations Strategy to Build Image..of Innisfree trough the Use of Virtual Reality*. *Jurnal Penelitian Komunikasi* Vol. 22, No. 2
- Rejuvenation dalam Membangun Citra “All New Sour Sally”*. *Jurnal Ilmu Komunikasi*, Vol. 12 (1) pp. 110-125
- Rohnulyanti, H. (2020). *Strategi Marketing Public Relations (Studi Kasus.Strategi Marketing Public Relations Indodax.com dalam Membangun Kepercayaan Konsumen)*. Yogyakarta: Universitas Gajah Mada
- Ruslan, R. (2018). *Public Relations & Communication Media Management*. Jakarta: Raja Grafindo
- Stake, R. (1995). *The art of case study research*. Amerika: Sage
- Suciyati, V. (2013). *The Influence Of Marketing Public Relations And Service Quality On Corporate Image Through Public Opinion: Studies At Mandiri Bank*. *Jurnal Etikonomi* Vol. 12 No. 2
- Sugiyono. (2012). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta
- Tassaka, R. P. (2007). *Analisis Kegiatan Marketing Public Relations dalam Rangka membangun Brand Awareness (Studi Kasus Produk McAfee di PT. Transition Systems Indonesia: Analisis Kegiatan Marketing Public Relations Untuk Membangun Brand Awareness*. Depok: Universitas Indonesia
- Tjiptono, F. (2005). *Pemasaran Jasa: indikator kepuasan pelanggan*. Malang: Bayumedia

- Vrontis, D. (2014). *Marketing Public Relations: A Consumer-focused Strategic Perspective*. *Journal of Customer Behaviour* 13(1)
- Wahid, U. & Puspita, A. E. (2017). *Upaya Peningkatan Brand Awareness PT. Go-Jek Indonesia Melalui Aktivitas Marketing Public Relations*. Jakarta: Tarumanegara