

DAFTAR PUSTAKA

Buku

- Aw., S. (2018). *Komunikasi Organisasi: Prinsip Komunikasi untuk Peningkatan Kinerja Organisasi*. Bandung: PT Remaja Rosdakarya.
- Clutterbuck, D., & Hirst, S. (2002). *Talking Business Making Communication Work*. Great Britain: The Item Group Ltd.
- Creswell, J. W. (2007). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. United States: Sage Publications, Inc.
- Daymon, C., & Holloway, I. (2011). *Qualitative Research Methods in Public Relations and Marketing Communications*. New York: Routledge.
- Hardjana, A. (2019). *Komunikasi Organisasi: Strategi Interaksi dan Kepemimpinan*. Depok: PT RajaGrafindo Persada.
- Ruslan, R. (2017). *Metode Penelitian Public Relations & Komunikasi*. Jakarta: Rajawali Pers.
- Poppy, R. (2014). *Komunikasi Organisasi: Teori & Studi Kasus*. Jakarta: PT Rajagrafindo Persada.
- Scott M. Cutlip, A. H. (2006). *Effective Public Relations*. Jakarta: Prenada Media Group.
- Sugiyono. (2010). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Jurnal

- Abhari, K., Ostroff, C., Barcellos, B., & Williams, D. (2021). Co-Governance in Digital Transformation Initiatives: The Roles of Digital Culture and Employee Experience. *Proceedings of the 54th Hawaii International Conference on System Sciences* (p. 5801). Hawaii: ScholarSpace.
- Adam, E., & Kartikawangi, D. (2018). The Analysis of The Use of Communication Technology to The Effectiveness of Internal Communication.
- Baiq, Nengah, I., & Komang. (2019). Pengaruh Pengalaman Kerja dan Kepuasan Kerja Terhadap Produktivitas Kerja Karyawan Art Shop di Desa Sukarara Tahun 2019.
- Bojadjiev, M. I., & Vaneva, M. (2021). The Impact of Covid-19 Crisis on a Company's Internal Communication.

- Chandwani, Shah, & Shaikh. (2020). A Study on Role of Digital Technologies and Employee *Experience*. 15.
- Jan, A., Khan, S. A., Naz, S., Khan, O., & Khan, A. Q. (2021). Marshal McLuhan's Technological Determinism Theory in the Arena of Social Media. *Pakistan Journal of Social Sciences*, 30-34.
- Karlina, & Rajiyem. (2022). Strategi Komunikasi Internal dalam Perubahan Organisasi di Masa Transisi Tahun 2019-2020.
- Mahrani, & Guntur. (2022). Transformasi Komunikasi Internal Public Relations dalam Membangun Keterlibatan Karyawan di Masa Pandemi Covid 19.
- Syahchari, Lasmy, & Maria. (2021). The Influence of Digital Employee *Experience* and Employee Agility: Do They Boost Firm's Effectiveness?
- Wisnu, & Wasisto. (2021). Pengaruh Komunikasi Internal, Dukungan Organisasi, Lingkungan Kerja Terhadap Kinerja Karyawan Perusahaan XYZ.

Website/Artikel

- Pramudita, B. A. (2023, May 1). *Survei: 50% Perusahaan Indonesia Utamakan Transformasi Digital*. Retrieved from Warta Ekonomi: <https://wartaekonomi.co.id/read296336/survei-50-perusahaan-indonesia-utamakan-transformasi-digital>
- Robertson, J. (2021, April 28). *Getting strategic: the DEX Enterprise Framework*. Retrieved from Step Two: <https://www.steptwo.com.au/papers/DEX-enterprise-framework/>