

DAFTAR PUSTAKA

- AlAwadhi, S. , & AL-Daihani, S. M. (2019). Marketing Academic Library Infomration Services using Social Media. *Https://Doi.Org/10.1108/LM-12-2017-0132*, 40.
- Arikunto, S. (2016). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Booth Colomb Williams. (n.d.). The Craft of Research. *Https://Www.Academia.Edu/32602542/Craft_of_Research*.
- Cahyono, A. S. (2016). Pengaruh Media Sosial terhadap Perubahan Sosial Masyarakat di Indonesia. *Https://Journal.Unita.Ac.Id/Index.Php/Publici%20ana/Article/View/79*, 140–157.
- Cutlip, S. A. H. C. G. M. B. (2006). *Effective Public Relations* (9th ed.). Kencana Prenada.
- Dr. Sutopo. (2019). *Peran dan Dampak Media Baru sebagai Media Komunikasi dalam Perubahan Sosial di Masyarakat*. UNS Press.
- Drs. H. Zulkarnain Idrus, M. S. (2020). *Public Relations (Hubungan Masyarakat)*. Palembang Noer Fikri Offset.
- Grunig, J. E. , & Hunt, T. (2019). *Managing Public Relations*. Routledge.
- John W. Creswell. (2014a). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- John W. Creswell. (2014b). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
- Kent, M. L. (2019). Public Relations in a Digital World: A Review of the State of the Art". *Https://Www.Sciencedirect.Com/Science/Article/Abs/Pii/S0363811119300037*.
- Matthew B. Miles, A. M. H. (2009). *Analisis Data Kualitatif: Buku Sumber Tentang Metode-metode Baru*. UI Press.
- Maulana, K. A. F. (2018). Analisis Produksi Program Berita Indonesia Morning Show di News and Entertainment Television. *Https://Ejournal.Uin-Suka.Ac.Id/Isoshum/Profetik/Article/View/1423*, 11.
- McGraw, K. M. (2017). *Social Media Marketing for Dummies*.
- Morissan. (2017). *Metode Penelitian Survei*. Kencana.
- Neuman, W. L. ., (2014). *Social Research Methods: Qualitative and Quantitative Approaches*.

- Pienrasmi, H. (2017). Pemanfaatan Social Media oleh Praktisi Public Relations di Yogyakarta. <https://Journal.Uii.Ac.Id/Jurnal-Komunikasi/Article/View/7179>.
- Rosady, R. (2010). *Manajemen Public Relations & Media Komunikasi*. PT. Raja Grafindo Persada.
- Rosady Ruslan. (2016). *Manajemen Public Relations & Media Komunikasi* (13th ed.). Rajawali Pers.
- Sugiyono. (2014). *Memahami Penelitian Kualitatif*. Alfabeta.
- Suryadi, Y. (2019). Metode Observasi dalam Penelitian Sosial. <https://Journal.Walisongo.Ac.Id/Index.Php/Attaqaddum/Article/Download/1163/932>.
- Tuten, T. L. , & Solomon, M. R. (2017). *Social Media Marketing*.
- Umar, H. (2013). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Rajawali Pers.
- Yusuf, M. (2017). *Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Kencana.
- Zarella, D. (2019). *The Social Media Marketing Book*.