

## DAFTAR PUSTAKA

- Abdussamad, Z. (2021). Metode Penelitian Kualitatif (P. Rapanna (ed.). Syakir Media Press.
- Adhandayani, A. (2020). Modul metode penelitian 2 (Kualitatif). Business Law Binus, 7(2), 33–48.
- Almasdi, S. (2021). METODOLOGI PENELITIAN : Revisi Tahun 2021 (Revisi). Unri Press.
- Amanzholova, A. (2024). Brand building through podcasts.
- Apriansyah, F., & Hasanah, U. (2022). Pengaruh citra perusahaan dan pelayanan terhadap keputusan penggunaan jasa pelanggan pada PT. Pos Indonesia (Studi kasus PT. Pos Indonesia KCP Bagansiapiapi). Jurnal AKMAMI (Akutansi, Manajemen, Ekonomi), 3(3), 411–426.
- Balmer, J. M. T., & Illia, L. (2012). Corporate communication and corporate marketing.
- Corporate Communications: An International Journal, 17(4) <https://doi.org/10.1108/ccij.2012.16817daa.001>
- Bahartiar, B. (2020). Analisis data penelitian kualitatif: Konsep, teknik, dan prosedur analisis. Jurnal Pendidikan, 5(2), 101–115.
- Bengtsson, M. (2016). How to plan and perform a qualitative study using content analysis. NursingPlus Open, 2, 8–14. <https://doi.org/10.1016/j.npls.2016.01.001>
- Bonini, T. (2015). The ‘second age’ of podcasting: Reframing podcasting as a new digital mass medium. Quaderns Del CAC, 41.
- Boynton, G. R., & Richardson, G. W. (2016). Agenda setting in the twenty-first century. NewMediaand Society, 18(9), 1916–1934. <https://doi.org/10.1177/1461444815616226>
- Cangialosi, (2007). *Podcast Academy The Business Podcasting Book 1st Edition*.
- Cindoswari, A. R., & Abidin, S. (2019). Agenda setting dan kredibilitas harian Tribun Batam dalam membangun persepsi masyarakat di Kota Batam: (Studi pemberitaan implementasi kawasan ekonomi khusus). Suluh Pembangunan: Journal of Extension and Development, 1(1), 22–31.
- Creswell, J. W. (2018). Research Design Qualitative, Quantitative and Mixed Methods Approaches (M. O’Heffernan, D. C. Felts, & A. Marks (eds.)). SAGE Publication.
- Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). Thousand Oaks, CA: Sage.
- Duru, C. W. (2018). The relevance of agenda-setting theory in twenty first century journalism practise. International Journal of Social Sciences and Humanities Reviews, 8(2).
- Einwiller, S., & Will, M. (2002). Towards an integrated approach to corporate branding — An empirical study. Corporate Communications: An International Journal, 7(2), 100–109. <https://doi.org/10.1108/13563280210426160>
- Fadli, M.R. (2021). Memahami desai metode penelitian kualitatif. Humaniora, 21(1), 33-54 <https://doi.org/10.21831/hum.v21i1>
- Fatharani, C. Q. (2024). Strategi rebranding hijab motif batik pada brand Dian Pelangi melalui integrated marketing communication (IMC) [Master's

- thesis, Universitas Telkom].
- Fitriah, D., & Mukhlisiana, L. (2024). Pemanfaatan podcast dan konvergensi media informasi perusahaan sebagai media public relations. *Jurnal Ilmu Komunikasi*, 7(1).
- Geoghegan, M. W. (Ed.). (n.d.). *The business podcasting book: Launching, marketing, and measuring your podcast*. Gigavox Media.
- Gyrd-Jones, R., Merrilees, B., & Miller, D. (2013). Revisiting the complexities of corporate branding: Issues, paradoxes, solutions. *Journal of Brand Management*, 20(7), 571–589. <https://doi.org/10.1057/bm.2013.1>
- Harris, F., & de Chernatony, L. (2001). Corporate branding and corporate brand performance. *European Journal of Marketing*, 35(3/4).
- Hasanah, H. (2016). Teknik observasi (Sebuah alternatif metode pengumpulan data kualitatif ilmu sosial). *Jurnal At-Taqaddum*, 8(1).
- Hatch, M. J., & Schultz, M. (2001). Bringing the corporation into corporate branding.
- Hazimah, Z., & Azis, E. (2020). Pengaruh program bimbingan karir Skill Academy sebagai tanggung jawab sosial perusahaan terhadap citra perusahaan. *Ruangguru.JurnalSEIKHO(Akutansi,Manajemen,Ekonomi)*, 5(2). <https://doi.org/10.37531/sejaman.v5i2.221>
- Heryana, A. (2018). Informan dan pemilihan informan dalam penelitian kualitatif. *Jurnal Kualitatif*.
- Hilary, D. (2024). Strategi rebranding PT Pos Indonesia menjadi PosIND [Undergraduate thesis, Universitas Telkom].
- Höcker, A. (2021). Corporate podcast als instrument der unternehmenskommunikation: Einsatzbereiche, erfolgsfaktoren und handlungsempfehlungen am beispiel von Audi, Hornbach und Tchibo [Master's thesis, Technische Hochschule Ingolstadt].
- Imarshan, I. (2021). Popularitas podcast sebagai pilihan sumber informasi bagi masyarakat sejak pandemi COVID-19. *Des*, 5(2), 213–221.
- Israfil, I. (2022). Paradigma riset kualitatif. In I. Israfil (Ed.), *Metodologi penelitian kuantitatif dan kualitatif* (p. 229). Media Sains Indonesia.
- Khazin, I. A., & Andarini, D. C. (2021). Podcast sebagai media alternatif dengan pendekatan determinisme teknologi. *Mediakom: Jurnal Ilmu Komunikasi*, 5(2), 191–199. <https://doi.org/10.35760/mkm.2021.v5i2.4848>
- Leonie, B., Sophie, D., Tanja, G., Xenia, G., Kathleen, L., & Sabrina, Z. (2022). Make your brand heard: A qualitative study on the use of corporate podcasts as a branding tool. <https://nbn-resolving.org/urn:nbn:de:0168-ssoar-81818-2>
- Lestari, H. W. T. D., Dimyati, D., & Shihab, M. (2017). Strategic communications and corporate branding.
- Littlejohn, S. W., & Foss, K. A. (2009). *Theories of Human Communication*. Waveland Press.
- Lögdberg, A., & Wahlqvist, O. (2020). Podcasting as a digital content marketing tool within B2B: A qualitative case study exploring why and how Swedish B2B companies use podcasts as a marketing tool. [www.liu.se](http://www.liu.se).
- Masitah, A. D., & Dewi, D. S. K. (2022). Analisis opini publik berdasarkan teori agenda setting pada proses perencanaan pemindahan IKN. *Jurnal Ilmu Sosial dan Pendidikan (JISIP)*, 6(3).

- Moleong, L. J. (2017). Metodologi Penelitian Kualitatif Edisi Revisi. PT. Remaja Rosdakarya.
- Moleong, L. J. (2007). Metodologi penelitian kualitatif (Edisi Revisi). Bandung: PT Remaja Rosdakarya.
- Nasionalita, K. (2014). Relevansi teori agenda setting dalam dunia tanpa batas. *Jurnal Ilmiah Komunikasi MAKNA*.
- Nugraeni, E.G (2024). Strategi rebranding pada brand fashion Bigjill untuk meningkatkan brand awareness [Master's thesis, Universitas Telkom].
- M. Chairul Basrun Umanailo. (2019). Paradigma Konstruktivis. *Jurnal Ilmu Komunikasi*, 16(2), 121-136.
- Rijali, A. (2018). Analisis data kualitatif. Vol. 17(33).
- Schöning, N. (2023). Soundwaves of success? Exploring the differential effects of branded & corporate podcasts on corporate reputation [Undergraduate thesis, University of Twente].
- Sugiyono. (2016). Metode penelitian kuantitatif, kualitatif, dan R&D. Bandung: PT Alfabeta.
- Tanahara, T. (2022). The bias of Twitter as an agenda-setter on COVID-19: An empirical research using log data and survey data in Japan. *Communication and the Public*, 7(2), 67–83. <https://doi.org/10.1177/20570473221075846>
- Tantuah, N. N., Heychael, M., & Burhanuddin, A. E. (2023). Strategi branding pada komunikasi korporat PT Wargi Santosa. *Jurnal Sosial Humaniora Terapan*, 5(2). <https://doi.org/10.7454/jsht.v5i2.1022>
- Utari, S. A., Rahman, A., Zebua, W. D. A., & Widiyanti, A. D. (2023). Utilization of podcast as the rising star audio on demand media at corporate sector in Indonesia (pp. 230–238). [https://doi.org/10.2991/978-2-38476-016-9\\_23](https://doi.org/10.2991/978-2-38476-016-9_23)
- Xie, H. Y., & Boggs, D. J. (2006). Corporate branding versus product branding in emerging markets: A conceptual framework. *Marketing Intelligence and Planning*, 24(4), 347– 364. <https://doi.org/10.1108/02634500610672099>
- Yanto, R. T. Y., & Anggraini, S. D. (2023). Pengaruh citra perusahaan dan citra produk terhadap keputusan pembelian jasa paket pos kilat khusus PT Pos Indonesia (Persero). *Jurnal Bisnis dan Pemasaran*, 13(1).
- Zellatifanny, C. M. (2020). Trends in disseminating audio on demand content through podcast: An opportunity and challenge in Indonesia. *Journal Pekommas*, 5(2), 117