

DAFTAR PUSTAKA

Jurnal :

ATIKAH, R. "Implementasi *Cyber Public Relations* Dalam Meningkatkan Citra Positif Perusahaan PT PLN (PERSERO) Aceh Universitas Islam Negeri AR- Raniry"

Halawa, Z., & Islami, L. (2021). "Strategi Public Relations Pt. Indofood Sukses Makmur Tbk. Divisi Bogasari Dalam Mempertahankan Citra Perusahaan Melalui Instagram". Jurnal *PANTAREI*, no 5 (02).

Implementasi *Cyber Public Relations* Dalam Meningkatkan Citra Positif Perusahaan PT PLN (PERSERO) Aceh Universitas Islam Negeri AR- Raniry

Meirianti, A. R. (2018). *Efektivitas Cyber Public Relations Pada Media Sosial Instagram Satpol Pp Kota Surabaya* (Doctoral dissertation, Universitas Airlangga).

Muharam, F., Alifahmi, H., & Diana, R. (2022). CYBER PUBLIC RELATIONS MELALUI INSTAGRAM KT&G SANGSANG UNIV. INDONESIA. *Jurnal Akrab Juara*, 7(2), 283-305.

Buku :

Anwar, S. (2016). *Metodelogi Penelitian Bisnis. Salemba Empat*.

Ardianto, E. (2016). *Metode Penelitian Untuk Public Relations Kuantitatif dan Kualitatif. Remaja Rosdakarya*.

Bretkenridge, D. K. (2012). *Social media and Public Relations. Pearson Education Inc*.

Chiaravalle, B., & Schenck, B. F. (2015). *Branding For Dummies (2nd ed.)*. John Wiiey & Sons, Inc.

- Guide to Public Relations Research, Measurement, and Evaluation (Second).*
- Halawa, Z., & Islami, L. (2021). *Strategi Public Relations Pt. Indofood Sukses Makmur Tbk. Divisi Bogasari Dalam Mempertahankan Citra Perusahaan Melalui Instagram. Pantarei, 5(02).*
- Health, R. L. (2013). *Encyclopedia of Public Relations (Second). Sage Publicato Inc. industry. Journal of Hospitality and Tourism Administration.*
- keller, K. L., Parameswaran, A. M. G., & Jacob, I. (2015). *Strategic Brand Management. Pearson India Education Services.*
- Meerman Scott, D. (2011). *The New Rules of Marketing and PR (Grd ed.). JohnWiley & Sons, Inc.*
- Michaelson, D., & Stacks, D. W. (2014). *A Professional and Practitioner's*
- Oliver, S. (2011). *Handbook of Corporate Communication and Public Relations. Routledge.*
- Onggo, B. J. (2012). *Cyber Public Relations "Strategi Membangun Dan Mempertahankan Merk Global Di Era Globalisasi Lewat Media Online. Jakarta: PT Alex Media Computindo*
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabeta.*
- Theaker, A. (2012). *The Public Relations Handbook (Fourth). Routledge.*
- Van Aspren, M., de Roij, P., & Dijkmans, C. (2017). *Engagement-based loyalty: The effects of social media engagement on customer loyalty in the travel*
- Yulianti, T. (2020). *Eksistensi Media Massa Konvensional di tengah terpaan Media Baru (New Media). Mediasi, 01.*

WEB :

<https://www.instagram.com/ventelashoes/?hl=en>

<https://www.abadayscreenprinting.com/kisah-ventela-sepatu-hits-ala-milenial/>

<https://docplayer.info/213781393-Bab-i-pendahuluan-logo-ventela-logo-yang-di-miliki-ventela-adalah-sebagai-berikut.html>

<https://www.kaskus.co.id/thread/5deb40d06df23109e6282f6a/sepatu-lokal-yang-lagi-rame-cuy-beneran-diburu-buset-deh/3>