DAFTAR PUSTAKA

Al-Kandari, A. A., Gaither, T. K., Alfahad, M. M., Dashti, A. A., & Alsaber, A. R. (2019). An Arab perspective on social media: How banks in Kuwait use instagram for public relations. *Public Relations Review*, *45*(3). https://doi.org/10.1016/j.pubrev.2019.04.007

Alhassan, G. (2021). *Staff Perception of the Use of Website and Social Networking Sites as Public Relations Dialogic Tools in Universities in Kogi State OKAIYETO , Simon Ayodele. September*.

Alsalami, W. K. O. A., & Al-Zaman, Q. (2021). Role of Media and Public Relations Departments in Effective Tourism Marketing in Sharjah. *Linguistics and Culture Review*, *5*(S3), 133–143. https://doi.org/10.21744/lingcure.v5ns3.1378

Aprinta E.B, G. (2014). Strategi Cyber Public Relations dalam Pembentukan Citra Institusi Pendidikan Tinggi Swasta. *The Messenger*, *6*(1), 1–7.

Asih, W. M., Muchtar, K., & Abidin, Y. Z. (2020). Pengelolaan Digital Pr Dalam Mengemas Konten Dakwah Di Instagram @Masjidtrans. *Jurnal Riset Komunikasi*, *3*(1), 108–119. https://doi.org/10.24329/jurkom.v3i1.87

Broom, G. M., & Sha, B.-L. (2013). *Cutlip and Center's Effective Public Relations Eleventh Edition* (S. Yagan (ed.); Eleventh). Angshuman Chakraborty.

Daymon, C., & Holloway, I. (2010). Qualitative research methods in public relations and marketing communications: Second edition. In *Qualitative Research Methods in Public Relations and Marketing Communications: Second Edition* (Vol. 9780203846). https://doi.org/10.4324/9780203846544

Dhanesh, G., Duthler, G., & Li, K. (2022). Social media engagement with organization-generated content: Role of visuals in enhancing public engagement with organizations on Facebook and Instagram. *Public Relations Review*, *48*(2). https://doi.org/10.1016/j.pubrev.2022.102174

Evans, D. (2010). *Social Media Marketing: The Next Generation of Business Engagement*. http://www.amazon.com/dp/0470634030

Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalisation. *PRism*, *6*(2), 1–19. http://praxis.massey.ac.nz/prism_on-line_journ.html

Guidry, J. P. D., Jin, Y., Orr, C. A., Messner, M., & Meganck, S. (2017). Ebola on Instagram and Twitter: How health organizations address the health crisis in their social media engagement. *Public Relations Review*, *43*(3), 477–486. https://doi.org/10.1016/j.pubrev.2017.04.009

Hariani, N. (2020). *Public Relations Berbasis Media Digital di Start Up TicTech Studio* [UIN Sunan Ampel Surabaya]. https://doi.org/10.1016/j.tmaid.2020.101607%0Ahttps://doi.org/10.1016/j.ijsu.2020.02.034%0Ahttps://onlinelibrary.wiley.com/doi/abs/10.1111/cjag.12228%0Ahttps://doi.org/10.1016/j.ssci.2020.104773%0Ahttps://doi.org/10.1016/j.jinf.2020.04.011%0Ahttps://doi.o

Hennink, M., Hutter, I., & Bailey, A. (2020). *Qualitative Research Methods* (A. Owens, C. Bush, & M. Fox (eds.); Second Edi). SAGE Publications Ltd.

Houston, A., Division, O. S., Quality, T., & Office, L. (2018). Survey Handbook. *Office*, 1–19.

Kent, M. L., & Li, C. (2020). Toward a normative social media theory for public relations. *Public Relations Review*, *46*(1). https://doi.org/10.1016/j.pubrev.2019.101857

Liu, R., & Suh, A. (2017). Self-Branding on Social Media: An Analysis of Style

Bloggers on Instagram. *Procedia Computer Science*, *124*, 12–20. https://doi.org/10.1016/j.procs.2017.12.124

Macnamara, J. (2017). Evaluating Public Communication. In *Evaluating Public Communication*. https://doi.org/10.4324/9781315391984

Mboeik, C., Ana Andung, P., & Mandaru, S. S. E. (2020). Praktik Digital Public Relations dalam Upaya Meningkatkan Citra Positif Perusahaan PT. PLN (Persero) UIW NTT. *Jurnal Politikom Indonesiana*, *5*(2), 40–54. https://doi.org/10.35706/jpi.v5i2.4207

Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis : A Methods Sourcebook* (Third Edit). SAGE Publications Ltd.

Murdiyanto Eko. (2020). Penelitian Kualitatif (Teori dan Aplikasi disertai contoh proposal) Edisi I. In *Lembaga Penelitian dan Pengabdian Pada Masyarakat UPN "Veteran" Yogyakarta Press*.

Mzizi, S. L. (2021). *The influence of social media on organisational communication : A case study of the Public Relations Institute of Southern Africa* (Issue JUNE). Durban University of Technology.

Nurjanah Adhianty, N. F. (n.d.). *Pemanfaatan Digital Public Relations (PR) Dalam Sosialisasi Tagline "jogja istimewa" Humas Pemerintah Kota Yogyakarta*. *4*(1), 130–145.

Page, J. T., & Parnell, L. J. (2019). Introduction to Strategic Public Relations. In *SAGE Publications Inc*.

Palapah, M. A. O. (2020). Instagram Activation as a part of University Public Relations Social Media Orchestration. *Mediator: Jurnal Komunikasi*, *13*(2), 217–232. https://doi.org/10.29313/mediator.v13i2.6618

Pearce, J. A., & Robinson, R. B. (2009). *Formulation, Implementation, and Control of Competitive Strategy: Eleventh Edition* (B. Gordon (ed.); Eleventh E). The McGraw-Hill Companies.

Permasih Yusuf Zaenal; Maâ€™arif, Abdul Aziz, I. A. (2018). Pengelolaan Media Sosial Instagram Humas Pemerintah Provinsi Jawa Barat. *Reputation: Jurnal Hubungan Masyarakat*, *3*(Vol 1 No 1 (2018): Humas: Jurnal Ilmu Hubungan Masyarakat), 25–46. https://jurnal.fdk.uinsgd.ac.id/index.php/reputation/article/view/584/98

Permatasari, A. N., Soelistiyowati, E., Suastami, I. G. A. P. P., & Johan, R. A. (2021). Digital Public Relations: Trend and Required Skills. *Jurnal ASPIKOM*, *6*(2), 373. https://doi.org/10.24329/aspikom.v6i2.836

Prabowo, T. L., & Rusfian, E. Z. (2019). Efforts to build the legitimacy and reputation of institutions through social media (study of instagram police public relations division). *International Journal of Scientific and Technology Research*, *8*(9), 1331–1338.

Putra, I. (2008). Konteks Historis Praktek Humas Di Indonesia. *Jurnal Ilmu Komunikasi*, *6*(3), 178–190.

Rahayu, M. N., Poerana, A. F., & Lubis, F. O. (2020). Pemanfaatan Instagram Dalam Menjaga Hubungan Baik Pt. Pupuk Kujang Dengan Stakeholders. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, *19*(2), 186–201. https://journal.moestopo.ac.id/index.php/wacana/article/view/1080/673

Rees, S. (2020). Public Relations, Branding and Authenticity: Brand Communications in the Digital Age. In *Public Relations, Branding and Authenticity: Brand Communications in the Digital Age*. https://doi.org/10.4324/9780429022685

Sarantakos, S. (2013). Social Research. In *Palgrave Macmillan: Vol. Fourth Edi*.

Sazali, H., & Sukriah, A. (2021). Pemanfaatan Media Sosial (Instagram) oleh Humas Smau CT Foundation sebagai Media Informasi dan Publikasi dalam Meningkatkan Citra Lembaga Pendidikan. *Jurnal Ilmu Komunikasi*, *10*(2), 147–160.

Seitel, F. P. (2017). *The Practice of Public Relations Thirteenth Edition* (Vol. 13, Issue 1). https://b-ok.asia/book/2923203/4227f8?regionChanged

Shaleh, A., & Furrie, W. (2020). Peran Public Relations Dalam Pemanfaatan Instagram Sebagai Alat Publikasi Untuk Meningkatkan Layanan Masyarakat Di Puskesmas Kecamatan Cilincing (Studi Kasus Pada Akun Instagram @ puskesmascilincing). *LUGAS Jurnal Komunikasi*, *4*(1), 9–16. https://doi.org/10.31334/lugas.v4i1.936

Sitepu, E. S. (2011). Professional Public Relations. In *USU Press Art Design, Publishing & Printing*.

Soetantri, I., & Sukasah, T. (2020). Praktik Kegiatan Humas Bnn Dalam Pemanfaatan Media Sosial. *PRecious: Public Relations Journal*, *1*, 89–117.

Spradley, J. P. (1980). *Participant Observation*. Library of Congress Cataloging in Publication Data.

Stacks, D. W., & Bowen, S. A. (2013). *Dictionary of Public Relations Measurement and Research*. IPR Measurement Commision.

Taylor, S. J., Bogdan, R., & DeVault, M. L. (2016). *Introduction to Qualitative Research Methods*. John Wiley & Sons Inc.

Theaker, A. (2020). The public relations handbook. In *The Public Relations Handbook*. https://doi.org/10.4324/9780429298578

Thurlow, A. (2018). *Social Media, Organizational Identity and Public Relations: The Challenge of Authenticity / Amy Thurlow*.

Vlad, D. E. (2020). Concepts of Quality Connected to Social Media and Emotions. In *Sustainable Management, Wertschöpfung und Effizienz*. https://doi.org/10.1007/978-3-658-28867-9

White, C. M. (2011). Social media, crisis communication, and emergency management: Leveraging Web 2.0 technologies. In *Social Media, Crisis Communication, and Emergency Management: Leveraging Web 2.0 Technologies*. https://doi.org/10.1201/b11251

Wright, D. K., & Hinson, M. D. (2017). Tracking How Social and Other Digital Media are Being Used in Public Relations Practice: A Twelve-Year Study. *Public Relations Journal*, *11*(1), 1–30.

Yin, R. K. (2018). Case study research and applications: Design and methods. In *Journal of Hospitality & Tourism Research* (Vol. 53, Issue 5). https://doi.org/10.1177/109634809702100108