

DAFTAR PUSTAKA

Buku

- Alexander, dan Jaakkola. (2015). *Customer Engagement Behaviours and Value Co-creation. A book chapter intended for Customer Engagement: Contemporary Issues and Challenges*.
- Austerberry, D. (2005). The Technology of Video and Audio Streaming. In *The Technology of Video and Audio Streaming*: Routledge
<https://doi.org/10.4324/9780080481319>
- Bernard, H. R. (2006). *Research methods in anthropology qualitative and quantitative approaches*. AltaMira Press.
- Broom, G. M., & Cutlip, S. M. (2009). *Cutlip & Center's effective public relations*: Prentice Hall.
- Cook, S. (2011). *Customer care excellence: How to create an effective customer focus*. Kogan Page.
- Cutlip and Center's. (2015). *Effective Public Relations Eleventh Edition*. In *Paper Knowledge . Toward a Media History of Documents*.
- Djamal, H., & Fachruddin, A. (2011). *Dasar-Dasar penyiaran Sejarah, organisasi, operasional, Dan Regulasi*. Kencana Prenada Media.
- Dubber, A. (2013). *Radio in the Digital age*. Polity Press.
- Duffett, M. (2015). *Understanding fandom: An introduction to the study of Media Fan Culture*. Bloomsbury Academic.
- Effendy, Onong Uchjana. (2013). *Ilmu Komunikasi Teori Praktek*, Bandung: PT. Remaja Rosdakarya.
- Hendy, D. (2013). *Radio in the global age*: Polity Press.
- Kusumastuti, A., & Mustamil, A. K. (2019). *Metode Penelitian Kualitatif*. Semarang: Pressindo
- Mc Leish, R., & Link, J. (2016). *Radio production, Sixth edition*. In *Radio Production, Sixth Edition*: Routledge
- Oliver, S. (2007). *Public Relations Strategy*. London: Kogan Page Limited.
- Pearce, J. A., & Robinson, R. B. (2007). *Manajemen Strategi*. Jakarta: Salemba Empat
- .

Jurnal

- Afilia, F., Lestari, M. T., & Ali, D. S. F. (2015). Proses Public Relations dalam Mengelola Media Sosial *Twitter* (Studi Deskriptif Pada Program *Public Relations @infobdg* Periode Mei 2015). *E-Proceeding of Management: https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/2464/2338*
- Catherina Intan Nugraheni. (2012). *Pengaruh customer engagement dalam media Sosial Terhadap Kepercayaan Merek (studi pada facebook sunsilk Indonesia)*: Universitas Indonesia Library. <https://lib.ui.ac.id/detail?id=20288954>
- Doorn, Nass, Mital, dan Pick. (2010). *Customer Engagement Behavior: Theoretical Foundations and Research Directions*: Journal Service of Research <https://doi.org/10.1177/1094670510375599>
- Farhatiningsih, L., & Irwansyah. (2018). Optimalisasi Penggunaan Instagram dalam Praktik Kehumasan Pemerintah. *Diakom: Jurnal Media dan Komunikasi*,2. <https://media.neliti.com/media/publications/278575-optimalisasi-penggunaan-instagram-dalam-682c6f98.pdf>
- Fitzpatrick, K., & Bronstein, C. (2006). Ethics in public relations: Responsible advocacy. In *Ethics in Public Relations: Responsible Advocacy*. <https://doi.org/10.4135/9781452204208>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). *Consumer brand engagement in social media: Conceptualization, scale development and validation*: *Journal of Interactive Marketing*. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Kvale, S., & Brinkmann, S. (2009). *Interviews: Learning the craft of qualitative research interviewing*. London. Sage publications. *Qualitative Inquiry*. <https://doi.org/10.1080/09638180.2012.675165>
- Latifa Nur Fakhirah, L, N., & Chandra, D, T. (2021). STRATEGI RADIO MEMPERTAHANKAN EKSISTENSI. *Jurnal Komunikasi Massa*.
- Manuella, F. G., & Rusdi, F. (2022). Strategi Penyiaran Radio Mustang 88 FM dalam Mempertahankan Pendengar (Studi Kasus Program *Mustang Morning Squad*). *Koneksi*. <https://doi.org/10.24912/kn.v6i2.15797>
- Manovich, L. (2002). The Language of New Media. *Canadian Journal of Communication*. <https://doi.org/10.22230/cjc.2002v27n1a1280>

- Marliya, R. D. (2019). *Strategi Komunikasi pemasaran produk online “grosir kosmetik karangjati.”* UKSW.
<https://repository.uksw.edu/handle/123456789/19427>
- Williamson, D. (2011). Book Review: McQuail’s Mass Communication Theory. *Media International Australia*. <https://doi.org/10.1177/1329878x1113900136>
- Okoli, C., & Schabram, K. (2012). A Guide to Conducting a Systematic Literature Review of Information Systems Research. *SSRN Electronic Journal*.
<https://doi.org/10.2139/ssrn.1954824>
- Padmakumar, K. (2021). Understanding the Passive Listeners of Fm Radio Stations In South India. *Online Journal of Communication and Media Technologies*.
<https://doi.org/10.30935/ojcm/5682>
- Pujiati, Se, A. T. H., Sri, P., & Paramita, P. D. (2016). Faktor-faktor yang Mempengaruhi Loyalitas Pelanggan Pada Ahyana Collections dengan Minat Beli ulang sebagai Variabel Intervening: *Journal of Management*.
<http://jurnal.unpand.ac.id/index.php/MS/article/view/423>
- Schivinski, B., Christodoulides, G., & Dabrowski, D. (2016). Measuring Consumers’ Engagement With Brand-Related Social-Media Content. *Journal of Advertising Research*. <https://doi.org/10.2501/jar-2016-004>
- Sutjipto, A. M., & Pinariya, J. M. (2019). Pengenalan Vaksinasi HPV Oleh koalisi Indonesia CEGAH Kanker Serviks Dengan pendekatan teori DIFUSI INOVASI. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 18(2).
<https://doi.org/10.32509/wacana.v18i2.910>
- Shao, G. (2009). Understanding the appeal of user-generated media: a uses and gratification perspective: *In Internet Research*.
<https://doi.org/10.1108/10662240910927795>
- Tiara, E., & Oktaviani, F. (2021). STRATEGI PR RADIO DAHLIA DALAM MENGHADAPI PERSAINGAN DI ERA INDUTRI 4.0: *AI-KALAM JURNAL KOMUNIKASI, BISNIS DAN MANAJEMEN*. <https://doi.org/10.31602/al-kalam.v8i2.5295>
- van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions: *Journal of Service Research*.
<https://doi.org/10.1177/1094670510375599>

Verrawati, A. J. (2015). Implikasi Teori Konstruktivisme Vygotsky Dalam Pelaksanaan Model Pembelajaran Tematik Integratif Di Sd: *Jurnal Pendidikan Agama Islam*. <http://dx.doi.org/10.29240/belajea.v5i1.1423>

Internet

Febriarni, U. (2014). *Jumlah Pendengar Radio Menurun, Ini Penyebabnya*: *Harianjogja.com*.

<https://jogjapolitan.harianjogja.com/read/2014/12/28/510/563220/jumlah-pendengar-radio-menurun-ini-penyebabnya>

State of Mobile 2021: App Annie. data.ai. (2022). <https://www.data.ai/en/go/state-of-mobile-2021/>

Media konvensional di Indonesia menuju Senjakala (2021): Databoks: Nielsen Indonesia: Pusat Data Ekonomi dan Bisnis Indonesia. <https://databoks.katadata.co.id/datapublish/2021/02/01/media-konvensional-di-indonesia-menuju-senjakala>