

## DAFTAR PUSTAKA

### 1. Sumber Buku

- Almeida, A. L., dkk (2011). Corporate Reputation and the News Media in Brazil dalam Craig Carol (Penyunting) *Corporate Reputation and the News Media: Agenda-Setting within Business News Coverage in Developed, Emerging, and Frontier Markets*. New York : Routledge.
- Ardianto, Elvinaro. (2013). *Hand Book of Public Relations*. Bandung: Simbiosis Rekatama Media.
- Ardianto, Elvinaro. (2011). *Metodologi Penelitian Untuk Public Relations Kuantitatif dan Kualitatif*. Bandung: Simbiosis Rekatama Media.
- Baines, Paul, John Egan & Frank Jefkins. (2004). *Public Relations Contemporary Issues and Techniques*. United Kingdom : Elsevier.
- Bungin, Burhan. (2007). *Pendidikan Kualitatif : Komunikasi, Ekonomi, Kebijakan Publik, dan Ilmu Sosial lainnya*. Jakarta : Kencana.
- Cangara, Hafied. (2006). *Pengantar Ilmu Komunikasi*. Jakarta : PT. Raja Grafindo Persada.
- Cornelissen, Joep. (2004). *Corporate Communications Theory and Practice*. London : Sage Publications Inc.
- Cutlip, Scott M., Allen H. Center & Glen M. Broom (2011). *Effective Public Relations*. Jakarta : Kencana.
- Davies, G. (2002). *Corporate Reputation and Competitiveness*. London and New York : Routledge.
- Daymon, Christine., & Holloway, Immy. (2011). *Qualitative Research Methods in Public Relations and Marketing Communications Second edition*. London: Routledge.
- Gregory, Anne. (2010). *Planning and Managing Public Relations Campaigns*. United Kingdom : Kogan Page.
- Gunawan, Imam. (2013). *Metode Penelitian Kualitatif Teori dan Praktik*. Jakarta: Bumi Aksara.
- Heath, Robert L. (2013). *Encyclopedia of Public Relations Second Edition*. United States : Sage Publications, Inc.

- Kriyantono, Rachmat. (2012). *Public Relations Writing: Teknik Produksi Media Public Relations dan Publisitas Korporat Edisi Kedua*. Jakarta : Kencana.
- Mulkan, Dede. (2013). *Pengantar Ilmu Jurnalistik*. Bandung : Arsad Press.
- Neuman, W. Lawrence. (2014). *Social Research Methods: Qualitative and Quantitative Approaches Seventh Edition*. Edinburgh Gate, Harlow: Pearson Education Limited.
- Nurudin. (2011). *Pengantar Komunikasi Massa*. Jakarta : Raja Grafindo Persada.
- Priandono, Tito Edy. (2015). *Modern Public Relations*. Bandung : Kantor Departemen Ilmu Komunikasi Universitas Pendidikan Indonesia.
- Soemirat, Soleh & Elvinaro Ardianto. (2012). *Dasar-dasar Public Relations*. Bandung : Remaja Rosda Karya.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif dan R & D*. Bandung: Alfabeta.
- Suryawati, I. (2011). *Jurnalistik Suatu Pengantar, Teori dan Praktik*. Bogor : Ghalia Indonesia.
- Tench, Ralph & Liz Yeomans. (2009). *Exploring Public Relations Second Edition*. England : Pearson Education Limited.
- Van Riel, Cees B.M & Charles J. Fombrun. (2007). *Essentials of Corporate Communication*. London : Routledge.
- Yulk, G. (2010). *Leadership in Organization*. New Jersey : Pearson Education, Inc.

## **2. Sumber Karya Ilmiah**

- Chungan, Antony. (2006). *Quality Media Relations An Application To The Church Organizations*. Roma : Pontifical University of the Holy Cross.
- Deephouse, D. L. (2000). Media Reputation as a Strategic Resource: An Integration of Mass Communication and Resource-Based Theories. *Journal Management*, Vol. 26, No. 6, hlm. 1091-1112. [Jom.sagepub.com](http://Jom.sagepub.com).

- Ferrell, I. M. O. C. (2001). Corporate Citizenship as a Marketing Instrument – Concept, Evidence and Research Directions. *European Journal of Marketing*, Vol. 35, hlm. 457 – 484.
- Fombrun, C & Shanley, M. (1990). What's In A Name? Reputation Building and Corporate Strategy. *Academy of Management Journal*, Vol. 3, No. 2, hlm. 233-258. SAGEPUB.
- Hannabus, S. (1995). The Study of News. *Library Management*. Vol. 16, No. 1, hlm. 1 – 5.
- Hanna & Kaisa Torkkeli. (2014). *Measuring the Quality of Media Relations in an EU institution Developing and Testing a Measurement Model*. Finland : Department of Communication University of Jyväskylä.
- Hon, Linda Childers & James E. Grunig. (1999). Guidelines for Measuring Relationships in Public Relations. United States : *Institute for Public Relations*.
- Isni, Lusiana Indira. (2012). Media Relations dan Kepuasan Wartawan Atas Layanan Kehumasan di Kabupaten Brebes. Semarang : *Jurnal Ilmu Komunikasi Interaksi*.
- Jo, Samsup & Kim, Yungwook. (2004). Media or Personal Relations? Exploring Media Relations Dimensions in South Korea. *J&MC Quarterly, Journal Vol. 81 No. 2*, hlm. 292-306.
- Kaur, Kiranjit & Shaari, Halimahton. (2006). Perceptions on The Relationship Between Public Relations Practitioners and Journalists. *Kajian Malaysia, Journal Vol. 24 No. 1 & 2*, hlm. 1-32.
- Khan, H. (2011). A Literature Review of Corporate Governance. *International Conference on E-business, Management and Economic IPEDR*. Vol. 25, hlm. 1-5.
- Khodarahmi, Ehsan. (2009). Media Relations. Disaster Prevention and Management. *Journal Vol. 18 No. 5*, hlm. 535-540.
- L'Huillier, B. M. (2014). What does “Corporate Governance Actually Mean?”. *Corporate Governance*, Vol. 14, No. 3, hlm. 300 – 319.
- Mariconda, S & Lurati, F. (2014). Being Known: A Literature Review on Media Visibility, Public Prominence and Familiarity with Implications for Reputation Research and Management. *Corporate Reputation Review*. Vol. 17, No. 3, hlm. 219 – 236.

Naipospos, Dewi Anggraeni Puspitasari. (2014). Kualitas Media Relations PT Garuda Indonesia (Persero) Tbk Berdasarkan Empat Dimensi Organizationpublic Relationships: Control Mutuality, Trust, Satisfaction, dan Commitment. Yogyakarta : *Jurnal Universitas Atma Jaya*.

Ningrum, Ayu Widiya. (2013). *Kegiatan Media Relations dan Kepuasan Wartawan Memperoleh Informasi*. Surakarta : Kantor Jurusan Ilmu Komunikasi Universitas Sebelas Maret Negeri Surakarta.

Petrovic, S. & Lazarevic. (2010). Good Corporate citizenship in The Australian Construction Industry. *Corporate Governance: The International Journal of Business in Society*, Vol. 10, No. 2, hlm. 115 – 128.

Supa, Dustin W. & Zoch, Linn M. (2009). Maximizing Media Relations Through a Better Understanding of the Public Relations-Journalist Relationship: A Quantitative Analysis of Changes Over the Past 23 year. *Public Relations Journal*. Vol. 3 No. 4, hlm. 1-28.

Wilkes, J. (2004). Corporate Governance and Measuring Performance. *Measuring Business Excellence*, Vol. 8, No.4, hlm. 13 – 16.

### **3. Sumber Lain**

Profil Perusahaan PT. Kereta Api Indonesia (Persero) Sumber : <http://www.kereta-api.co.id/#tentang>.

Laporan Analisis Rekapitulasi Kliping Pemberitaan Media PT. Kereta Api Indonesia (Persero) Sumber : Pusat Arsip dan Dokumentasi Humas Kantor Pusat PT. Kereta Api Indonesia (Persero).