

DAFTAR PUSTAKA

- Cutlip, S.M., Center, A.H. & Broom, G.M. , *Effective Public Relations*. Edisi Keenam. New Jersey. Prentice Hall , 1985
- Effendy, Onong Uchjana, *Ilmu Komunikasi Teori dan Praktek*, Bandung : Remaja Rosdakarya, 1997
- Effendy, Onong Uchjana, *Human Relations dan Public Relations*, Mandar Maju, Bandung,1993
- Gregory, Anne, *Perencanaan dan Manajemen Kampanye Public Relations*, Erlangga, Jakarta ,2004
- Jefkins, Frank, *Public Relations*, edisi keempat, Erlangga, Jakarta,1992
- John E. Marston, *Modern Public Relations*, Mc Gaw, Hill Book Compny, Amerika, 1979
- Kendall, R., *Public Relations Campaign Strategies : Planning for Implementation*, New York : Harper Collin College Publishers,1992
- Mark Plus & Co, *Revitalizing Yogyakarta Brand : A Platform for Better Tourism, Trade and Investment Promotion*,2000
- Nawawi, Hadari, *Metode Penelitian Sosial*, cet. Kedelapan, Gadjah Mada University, Press, Yogyakarta 1998
- Peter Salim dan Yeni Salim, *Kamus Bahasa Indonesia Kontemporer Edisi Pertama*, Modern English Pers, Jakarta, 1991
- Putra, I Gusti Ngurah, *Manajemen Hubungan Masyarakat*, Universitas Atmaja, Yogyakarta, 1999
- Rakhmat, Jalaludin, *Metode Penelitian Komunikasi*, edisi Kedua, cet. Keempat, PT. Remaja Rosdakarya, Bandung,1993
- Ruslan, Rosady , *Kiat dan Strategi Kampanye Public Relations*, PT.Grafindo Persada Jakarta , 1997

Wilcox, Dennis L; Ault, Philip H; Warren, Agee K, *Public Relations Tactic and Strategic*, 2nd ed, New York; Harper Colilins,1992
