

DAFTAR PUSTAKA

BUKU

- Aaker, David A., John G. Myers. *Advertising Management*. Third Edition. Prentice Hall: 1987.
- Ananda, Ida Anggraeni. *Public Relations Perguruan Tinggi: Membangun Reputasi Organisasi Melalui Pengelolaan Budaya Organisasi*. Buku Koalisi Dominan: Refleksi Kritis Atas Peran dan Fungsi Public Relations Dalam Manajemen. BPP Perhumas. 2004.
- Anastasi & S. Urbina, *Psychological Testing* 7th ed. USA : Prentice-Hall, 1997.
- Ardianto, Elvinaro & Soleh Soemirat. *Dasar-dasar Public Relations*. Penerbit: PT Remaja Rosdakarya. 2002.
- Arikunto, Suharsimi. *Prosedur penelitian*. Jakarta: Penerbit Rineka Cipta, 1996.
- Bungin, Burhan. *Metodologi Penelitian Kuantitatif*. Jakarta: Prenada Media. 2005.
- Bovee, Courtland L. dan William F. Arens, *Advertising 3rd Edition*, USA, Richard D. Irwin, Inc., 1992.
- Cutlip, Scott M., dkk. *Effective Public Relations. Eight Edition*. Penerbit : Prentice Hall, 1999.
- Close, H.W.. *Public Relations as a Management Function*, *Public Relations Journal* 36, no. 3, Maret 1980.
- Davis, Antony. *Everything You Should Know About Public Relations: Panduan Lengkap Tentang PR*. Penerbit: PT Elex Media Komputindo. 2005.
- Davis, Ralph Currier dan Allan C. Filley. *Principles of Management*. Penerbit: Alexander Hamilton Institute. New York. 1973.
- Devereux, Mary M.. *Asian PR Handbook*. Hongkong: Media & Marketing, 1997.
- Dominick, R. *The Dynamics of Mass Communication*, 5th Edition. New York: McGraw Hill, 1996.
- Effendy, Onong Uchjana, *Hubungan Masyarakat: Suatu Studi Komunikologis*. Cetakan ke 6. Penerbit: PT Remaja Rosdakarya. 2002.

- Effendy, Onong Uchjana. *Human Relations dan Public Relations*. Bandung: Manndar Maju. 1993.
- Eryanto. *Metodologi Polling*. Cetakan pertama. Penerbit: PT Remaja Rosdakarya. Bandung. 1999.
- Guildford, J.P.. *Fundamentals Statistic in Psychology and Education*. New York: Mc. Graw-Hill. 1978.
- Jefkins, Frank. *Public Relations*. Edisi keempat. Jakarta: Erlangga. 1992.
- Kinncar, Thomas C. dan James R. Taylor, *Marketing Research: An Applied Approach 4th Edition*. McGraw Hill Inc.: USA, 1999.
- Koentjaraningrat, et. al, *Metode-Metode Penelitian Masyarakat*, Jakarta, PT. Gramedia Pustaka Utama, 1994.
- Kotler, Philip. *Marketing Management*, 11th Edition. New York: Prentice Hall, 2003.
- Lawrence, Neuman W., *Social Research Methods: Qualitative dan Quantitative Approach 4th Edition*, USA, Allyn&Bacon, A Viacom Company, 2000.
- Lister, M. et. al.. *New Media: A Critical Introduction*. New York: Routledge Publishings, 2003.
- Masri, Singarimbun & Sofian Efendi. *Metode Penelitian Survei*. LP3ES: Jakarta, 1989.
- Moleong, Lexy J. *Metode Penelitian Kualitatif*. Bandung: Ramaja Rosdakarya, 2000.
- Nazir, Moh.. *Metode Penelitian*. Penerbit: Ghalia Indonesia. Jakarta. 1998.
- Newman, W. Laurence. *Social Research Methods Qualitative and Quantitative Approach. 3rd edition*. Allyn & Bacon: USA, 1997.
- Pedoman Program Pendidikan Sarjana Teknik 2005*. Fakultas Teknik Universitas Indonesia. September 2005.
- Prasetyo, Bambang dan Lina Miftahul Jannah. *Metode Penelitian Kuantitatif: Teori dan Aplikasi*. Penerbit: PT RajaGrafindo Persada, 2005.
- Sachs, David, Henry Stair. *The Seven Keys to Effective Websites*. New Jersey: Prentice Hall, 1997.
- Rakhmat , Jalaluddin, *Metode Penelitian Komunikasi*, Bandung, PT. Remaja Rosdakarya, 1997.

Ruslan, Rosady. *Metode Penelitian: Public Relations dan Komunikasi*. Penerbit: PT RajaGrafindo Perkasa. Jakarta. 2004.

Rogers, Everret M.. *Communication Technology*. New York: The Free Press, 1986.

Rossenbergh, Jerry M.. *Dictionary of marketing and Advertising*. Canada: John Wiley & Son, Inc., 1995.

S, Nasution., *Metode Penelitian Naturalistik – Kualitatif*. Transito: Bandung, 1980.

Singarimbun, Masri dan Sofian Efendi. *Metode Penelitian Survei*. LP3ES. Jakarta. 1989.

Siagian, Dergibson dan Sugiarto, *Metode Statistika: Untuk Bisnis dan Ekonomi*, Jakarta, PT Gramedia Pustaka Utama, 2006.

Wilcox, Dennis L., dkk. *Public Relations: Strategies and Tactics*, 7th edition. Penerbit: Pearson Education Inc. 2003.

Webster's New World Dictionary of the American Language, 2nd college ed., William Collins & World Publishing Co., Inc. Cleveland. 1978.

Wells, William, John Burnett, Sandra Moriarty. *Advertising Principles and Practice*. New Jersey: Prentice Hall, 1989.

Yarnest. *Panduan Aplikasi Statistik*. Malang. Dioma. 2004.

JURNAL

Dr. Rusman, M.Pd. *Inisiasi_Komputer_dan_Media_Pendidikan_1_Sem 2.pdf*. hal 2.

WEBSITE

<http://prpundit.com/knowledge/Media-2/Media2Pdf/NEWER%20MEDIA.pdf>.

http://www.tcw.utwente.nl/theorieenoverzicht/Theory%20clusters/Mass%20Media/Media_Richness_Theory.doc/

<http://wwwl.chapman.edu/comm/faculty/thobbs/com401/Monroe.html>

<http://www.pcusa.org/ideas/06spring/bulletinboard.htm>