

DAFTAR PUSTAKA

- Bowen, J. T., Shoemaker, S. (2003). *Loyalty: A Strategic Commitment*. Cornell Hotel and Restaurant Administration Quarterly, 44(5): 31-46.
- Cutlip, Scott. M., Center Allen H. & Broom.Glen. M. (2018), *Effective Public Relations, Ed. 9*. Jakarta : Kencana.
- DeVito, J. A. (2019). *The Interpersonal Communication Book (15th ed.)*. Pearson.
- Effendy, Onong Uchjana. 2017. Ilmu Komunikasi Teori dan Praktek. Bandung: PT. Remaja Rosdakarya.
- Getz, Donald. (2012). *Event Studies: Theory, Research and Policy for Planned Events*. Oxford: Butterworth-Heinemann.
- Getz, D., & Page, S. J. (2016). *Progress and prospects for event tourism research*. *Tourism Management*, 52, 593-631
- Hardiansyah, H. (2019). *Metodologi Penelitian Kualitatif: Untuk Ilmu-ilmu Sosial*. Jakarta: Salemba Humanika.
- Hargie, O., & Tourish, D. (Eds.). (2009). *Auditing Organizational Communication: A Handbook of Research, Theory and Practice*. Routledge.
- Haryani, Dwi Septi, “Pengaruh Periklanan Dan Promosi Penjualan Terhadap Keputusan Pembelian Pada Perumahan Griya Puspendari Asri Tanjungpinang,” *Jurnal Dimensi*, 8.1 (2019), 54–70.
<https://doi.org/10.33059/jmk.v7i2.981>
- Jordan, M. S., Meliala, R. M., & Susanto, T. T. (2025). Strategi Komunikasi Pemasaran PT Prisma Multimedia Solusi dalam mempromosikan jasa event

organizer kepada publik. *Vol. 10 No. 03*(Pendas : Jurnal Ilmiah Pendidikan Dasar), 272-287. <https://doi.org/10.23969/jp.v10i03.34240>

Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. Pearson Education.

Lestari, M.T. (2021). *Public Relations Event - Membangun Image, Reputasi, dan Mutual Understanding*. Jakarta: Kencana.

Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis, A Methods Sourcebook, Edition 3* (Terjemahan Tjetjep Rohindi Rohidi, UI-Press ed.). USA: Sage Publications.

Mishra, V., Dubey, M., Banerjee, P., Wankhede, P., Raipure, P., & Jumale, A. (2017). *Implementation of event planner. International Journal on Recent and Innovation Trends in Computing and Communication*, 5(3), 204–212. <https://doi.org/10.17762/ijritcc.v5i3.271>

Moleong, L. (2017). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.

Mulyana, D. (2018). *Ilmu komunikasi: Suatu Pengantar*. Bandung: Remaja Rosdakarya.

Nazir, M. (2017). *Metode Penelitian*. Bogor: Ghalia Indonesia.

Noor, Any. (2017). *Manajemen Event*. Bandung: Alfabeta.

Oliver, Richard L. (1999). “*Whence Consumer Loyalty*”, *Journal of Marketing*., Volume 63 Special Issue, pp. 33-44.

Pratama Chianasta, F., & Wijaya, S. (2014). *The Impact of Marketing Promotion through Social Media on People’s Buying Decision of Lenovo in Internet Era:*

A Survey of Social Media Users in Indonesia. International Journal of Scientific and Research Publications, 4(1). www.ijsrp.org

Ramadhanty, G. (2018). *Peran event planner terhadap perencanaan event di werkudara travel dan event management* [Universitas Gadjah Mada]. <https://etd.repository.ugm.ac.id/penelitian/detail/159637>

Ruslan, Rosady. (2017). *Kiat dan Strategi Kampanye Public Relations*, Jakarta: Grafindo Persada. (Cetakan ke-7)

Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (mixed methods)*. Bandung: Alfabeta.

Sutopo, H. B. (2006). *Metodologi Penelitian Kualitatif*. Surakarta: Sebelas Maret Press.

Tubbs, S. L., & Moss, S. (2015). *Human Communication: Prinsip-prinsip Dasar*. (Alih Bahasa: Deddy Mulyana & Gembirasari). Bandung: PT. Remaja Rosdakarya.

