

DAFTAR PUSTAKA

Buku

Barton, Laurence. 1993. *Crisis in Organization. Managing and Communication in heat of Chaos*. Ohio: South Western Publishing Co.

Bungin, Burhan. 2007. *Penelitian Kualitatif*. Jakarta: Prenada Media Group.

Coombs, Timothy. 1999. *Ongoing Crisis Communication: Planning, managing, and Responding*. Amerika Serikat: SAGE Publications.

Coombs, W. T. & Holladay, S. J. 2012. *The Handbook of Crisis Communication*. Oxford: Wiley-Blackwell.

Cutlip, Scott M., Allen H. Center, & Glen M. Broom. 2011. *Effective Public Relations*, Edisi ke-9. Jakarta: Kencana.

Effendy, Onong Uchjana. 2002. *Ilmu Komunikasi Teori dan Praktek*. Bandung: PT Remaja Rosdakarya.

Fearn-Banks, Kathleen. 2011. *Crisis Communications: A Casebook Approach Fourth Editon*. New York dan London: Routledge.

Giannini, Gaetan T. 2009. *Marketing Public Relations*. New Jersey: Prentice Hall.

Jefkins, Frank & Daniel Yadin. 2004. *Public Relations*. Jakarta: Erlangga.

Kennedy, J. E. & Soemanagara, R. D. 2006. *Marketing Communication*. Jakarta. PT Bhuana Ilmu Populer

Kotler, Philip. 2002. *Manajemen Pemasaran, Edisi Millenium, Jilid 2*. Jakarta: PT Prenhallindo.

Kotler, P. & Keller, K. L. (2012). *Marketing Management 14th ed*. New Jersey: Pearson Education.

Kriyantono, Rachmat. 2015. *Public Relations Issue & Crisis Management, Pendekatan Critical Public Relations, Etnografi Kritis dan Kualitatif*. Jakarta: Kencana, Prenada Media Group.

Moleong, J. Lexy. 2009. *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakaya.

Muhammad, Arni. 2001. *Komunikasi Organisasi*. Jakarta: PT Bumi Aksara.

- Nasution. 2003. *Metode Research*. Jakarta: PT Bumi Aksara.
- Nova, Firsan. 2011. *Crisis Public Relations: Strategi PR Menghadapi Isu, Membangun Citra, dan Reputasi Perusahaan*. Jakarta: Rajawali Pers.
- Pawito, 2007. *Penelitian Komunikasi Kualitatif*. Yogyakarta: LKIS.
- Prayudi. 2012. *Public Relations Stratejik*, Yogyakarta: Komunikasi UPN Press.
- Pujileksono, Sugeng. 2015. *Metode Penelitian Komunikasi Kualitatif*. Malang: Kelompok Intrans Publishing.
- Putra, I Gusti Ngurah. 1999. *Manajemen Hubungan Masyarakat*. Jakarta: Penerbit Universitas Terbuka.
- Rand, Paul M. 2014. *Highly Recommended: Harnessing the power of Word of Mouth and Social Media to Build Your Brand and Your Business*. Amerika Serikat: McGraw-Hill Education.
- Ruslan, Rosady. 2002. *Manajemen Humas dan Komunikasi, Konsepsi, dan Aplikasi*. Jakarta: PT Raja Grafindo Persada.
- Shimp, Terence A. 2003. *Periklanan Promosi Aspek Tambahan Komunikasi. Pemasaran Terpadu*. Jakarta: Erlangga.
- Smith, PR. & Zook, Ze. 2015. *Marketing Communications: Integrating Offline and Online with Social Media*. London: Kogan Page.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Suryabrata. 2011. *Metodologi Penelitian*. Jakarta: Raja Grafindo Persada.
- Tuten, Tracy L. & Solomon, Michael R. 2015. *Social Media Marketing*. Singapore: SAGE Publications.
- Woodyard, Tyrone M. 1998. *Crisis Communication: A Commanders Guide to Effective Crisis Communication*. Alabama: USAF
- Yulianita, Neni. 2000. *Dasar-dasar Public Relations*. Bandung: Lab Multimedia.

Infografis

- APJII. 2017. *Penetrasi & Perilaku Pengguna Internet Indonesia*. n.p.
- MASTEL. 2017. *Hasil Survey Mastel Tentang Wabah Hoax Nasional*. n.p.

Jurnal

Eriksson, Mats. 2012. *On-line strategic crisis communication: In search of a descriptive model approach. International Journal of Strategic Communication*, Vol 5, Iss:4, 309-327.

Freberg, Karen. 2015. *Social Media as an Evolving Crisis Messaging Channel for Reputation Management. VIKALPA The Journal for Decision Makers*, 40(4), 455–491.

Haataja, M., Laajalahti, A., & Hyvärinen, J. 2016. *Expert views on current and future use of social media among crisis and emergency management organizations: Incentives and barriers. Human Technology*, 12 (2), 135-164.

Hardjana, Andre A. 1998. “Editorial” *Jurnal ISKI*, Vol II.

Park, H., & Reber, B. 2011. *The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics’ perceptions of crisis and attitudes toward the organization. International Journal of Strategic Communication*, 5, 240-260.

Todorova, Gergana. 2015. *Marketing Communication Mix. Trakia Journal of Sciences*, Vol 13, 368-374.

Situs

<https://emak2blogger.com/>, diakses pada 26 November 2018

<https://www.facebook.com/PermenPindy/>, diakses pada 26 November 2018

<https://health.detik.com/berita-detikhealth/3778624/bpom-klarifikasi-hoax-permen-susu-di-banyumas-yang-mengandung-narkoba>, diakses 24 April 2018

<https://influencity.com/blog/en/social-reach-vs-engagement-important/>, diakses 3 November 2018

<https://www.instagram.com/p/Bg0fR4Og4gy/>, diakses pada 26 November 2018

<https://www.instagram.com/p/BglMFwmh9LR/>, diakses pada 26 November 2018

https://www.instagram.com/permenpindy_id/, diakses pada 26 November 2018

<https://lifestyle.kompas.com/read/2017/03/08/190000420/akun.instagram.hoaks.inii.mingi.voucer.belanja.h.m.rp.500.000>, diakses 21 Desember 2018

Lynch, Matt. 26 November 2015. *Preparing a Dark Website for Crisis Management. https://www.linkedin.com/pulse/preparing-dark-website-crisis-management-matt-lynch/*, diakses 4 November 2018

<https://www.liputan6.com/regional/read/3205862/permen-susu-diduga-mengandung-narkoba-begini-kata-bnnk-banyumas>, diakses 24 April 2018

<https://www.merdeka.com/peristiwa/kondom-fieta-bantah-kerjasama-kampanye-beli-cokelat-gratis-kondom.html>, diakses 21 Desember 2018

<https://nyakrotun.com/7-aturan-memberi-permen-untuk-anak/>, diakses pada 26 November 2018

<http://www.opiardiani.com/2018/04/5-tips-pilih-jajanan-permen-sehat-untuk-anak.html>, diakses pada 26 November 2018

<http://www.pom.go.id/mobile/index.php/view/klarifikasi/74/PENJELASAN-BADAN-POM-RI--TENTANG--ISU-PEREDARAN-PERMEN-SUSU-YANG-DIDUGA-MENGANDUNG-NARKOBA---.html>, diakses 24 April 2018

<http://www.seputarbandungraya.com/2017/12/bpom-isu-peredaran-permen-susu.html>, diakses 2 Juli 2018