

DAFTAR PUSTAKA

BUKU

- Aaker, D. (2004). *Managing Brand Equity Capitalizing on The Value of Brand Name*, The Free Press, New York.
- Ardianto, Elvinaro dan Soleh Soemirat. (2004). *Dasar-Dasar Public Relations*. Cetakan Ketiga. Bandung: Remaja Rosdakarya.
- AW, Suranto. (2005). *Komunikasi Perkantoran; Prinsip Komunikasi untuk Meningkatkan Kinerja Perkantoran*, Cetakan I. Depok, Yogyakarta: Media Wacana.
- Backhaus, K., & Tikoo, S. (2004). *Conceptualizing and researching employer branding*. *The Career Development International*, 9(5), 501-517.
- Balmer. (1995). *Corporate Identity and Corporate Communications: Creating a competitive advantage*
- Balmer, J. (2001). "The three virtues and seven deadly sins of corporate brand management", *Journal of General Management*, Vol.27, No.1, pp.1-17.
- Balmer, J. (2002). "Corporate Brands: Ten Years On – What's New?", Bradford University School of Management working paper series 02/07.
- Balmer, J. (2013). "Corporate brand orientation: what is it? What of it?" *Journal of Brand Management*, Vol. 20, No. 9, pp.723-741.
- Baumgarth, C., and M. Schmidt. (2010). *How strong is the business-to business brand in the workforce? An empirically-tested model of 'internal brand equity' in a business-to-business setting*. *Industrial Marketing Management* 39 (8): 1250–1260
- Biedenbach, G. & Manzhynski, S. (2016). *Internal branding and sustainability: investigating perceptions of employees*. *Journal of Product & Brand Management*, 25(3), pp. 296 - 306.

- Bill Foster, Karen R. Seeker. (2001). "*Pembinaan Untuk Meningkatkan Kinerja Karyawan*", Penerbit: PT. Toko Gunung Agung Tbk Jakarta.
- Burmann, C., Jost-Benz, M. and Riley, N. (2009). *Towards an identity-based equity model*. Journal of Business Research 62(3): 390–397.
- Canggara Hafied. (2000). *Pengantar Ilmu Komunikasi*. Jakarta: PT Radja Grafindo Persada
- Chong M. (2007). *The Role of Internal Communication and Training in Infusing Corporate Values and Delivering Brand Promise: Singapore Airlines' Experience*, "Corporate Reputation Review", No. 10.
- Danaher, P.J., Wilson, I and Davis, R. (2003). A Comparison of Online and Offline Consumer Brand Loyalty, Marketing Science. Horton, Paul B dan Chestern L Hunt. (1996). Sosiologi Jilid 2 (edisi 6) Diterjemahkan oleh: Amiruddin Ram dan Tita Sobari). Jakarta: Erlangga.
- Daymon, Christine & Immy Holloway. (2002). *Metode-metode Riset Kualitatif dalam Public Relations dan Marketing Communications*. Terjemahan oleh Cahya Wiratma. 2008. Yogyakarta: Bentang.
- De Chernatony, L. (2002). "*Would a brand smell any sweeter by a corporate name?*", Corporate Reputation Review, Vol. 5 Nos 2/3, pp. 115-32.
- Dijk, Van. 2006. The Network Society. London: SAGE Publications.
- Du Preez, R., and M.T. Bendixen. (2015). *The impact of internal brand management on employee job satisfaction, brand commitment and intention to stay*. International Journal of Bank Marketing 33 (1): 78–91.
- Edgar, H. Schein. (1992). Organizational Culture and Leadership. (2nd Edition). Jossey-Bass, San Fransisco
- Etta Mamang Sangadji dan Sopiah. (2013). Perilaku Konsumen, ANDI, Yogyakarta, hlm. 327.

- Foster, C., Punjaisri, K. and Cheng, R. (2010), "*Exploring the relationship between corporate, internal and employer branding*", *Journal of Product and Brand Management*, Vol.19, No.6, pp. 401-409.
- Groom S., Maclaverty N., McQuillan P., Oddie H. (2008). *Internal Branding a Human Resources Perspective*, Canadian Marketing Association.
- Harris, Fiona and Chernatony, Leslie de, (2001), "*Corporate branding and corporate brand performance*", *European Journal of Marketing*, Vol. 35 No 3/4, 2001, pp. 441-456.
- Hatch, M. J. and Schultz, M. (2003) "*Bringing the Corporation into Corporate Branding*", *European Journal of Marketing* 37(7-8): 1041-1065.
- Hatch, M. J. and Schutlz, M. (2008). *Taking Brand Initiative: How Companies Can Align Strategy, Culture, and Identity Through Corporate Branding*. CA: Jossey-Bass
- Havitz, M. E., & Dimanche, F. (1997). Leisure involvement revisited: Conceptual conundrums and measurement advances. *Journal of Leisure Research*, 29, 245-278.
- Holtz, Shel. (2002). *Public Relations on the Net*, 2nd Edition. New York: Amacom
- Jacobs R. (2003). *Turn employees into brand ambassadors*, "*Bank Marketing*", Vol. 35, No. 3.
- Keller, K.L. (1993). "*Conceptualizing, measuring, and managing customer-based brand equity*". *Journal of Marketing* 57 (1): 1–22.
- Kotler, P., Jain, D.C. & Maesincee, S. (2002). "*Marketing Moves*", Harvard Business School Press.
- Laksamana, Agung. (2010). *Internal Public Relations*. Jakarta: Republika.
- Lister, M. Dovey, J. Giddings, S. Grant, I. & Kelly, K. (2009). "*New Media: a Critical Introduction*" 2nd edition. New York: Routledge.

- McDonald, M.; de Chernatony, L. And Harris, F. (2001), “*Corporate marketing and service brands: moving beyond the fast-moving consumer goods model*”, Vol.35, No.3/4, pp.335-352.
- Miles, B. Mathew dan Michael Huberman. (1992). *Analisis Data Kualitatif Buku Sumber Tentang Metode-metode Baru*. Jakarta: UIP.
- Moore, H. Frazier. (2004). *Humas Membangun Citra Dengan Komunikasi*. Bandung: Remaja Rosdakarya
- Nasrullah, Rulli. (2014). *Teori dan Riset Media Siber (Cybermedia)*. Jakarta: Kencana Prenadamedia Group.
- Papasolomou O., Vrontis D. (2006). *Building corporate branding through internal marketing: the case of the UK retail bank industry*, “*Journal of Product & Brand Management*”, Vol. 15, No. 1.
- Punjaisri K., Wilson A., Evanschitzky H. (2009). *Internal branding to Influence Employees’ Brand Promise Delivery: a case study in Thailand*, “*Journal of Service Management*”, No. 20(5).
- Pringle H., Thompson, M. (2001). *Brand Spirit*, Wiley, Chichester.
- Richards, I., Foster, D. and Morgan, R. (1998). “*Brand knowledge management: growing brand equity*”, *Journal of Knowledge Management*, Vol. 2 No. 1, pp. 47-54.
- Ruslan, Rosady. (1998). *Manajemen Public Relations dan Media Komunikasi*. Jakarta: PT. Raja Grafindo Persada.
- Schmidt, H. J.; Baumgarth, C. (2014). *Marke als Treiber sozialer Innovationen*, in: 111 Jahre Markenverband (Markenartikel Sonderheft), pp. 100-103.
- Thomson K., de Chernatony L., Arganbright L., Khan S. (1999). *The buy-in benchmark: how staff understanding and commitment impact brand and business performance*, “*Journal of Marketing Management*”, Vol. 15, No. 8.

Varey, R.J. (1995). *A Model of Internal Marketing for Building and Sustaining a Competitive Service Advantage*, *Journal of Marketing Management*, 1995,1:41-54

JURNAL

Astrid. (2017). *Eksistensi Media Internal Sebagai Alat Kehumasan (Studi Kasus Majalah Empati Psmpt Toddopuli Makassar)*.

Bangun. (2016). *Peran Departemen Corporate Communication dalam Melakukan Sosialisasi Nilai Perusahaan melalui Media Internal Studi Kasus PT Darya Varia Laboratoria Tbk.*

Dryil. (2017). *Internal Branding in Organization in The Context of Internal Corporate Communication* 56-60.

Farida & Azizah. (2018). *Penanaman Internal Branding dalam Membangun Brand Commitment (Studi pada Universitas Pembangunan Nasional (UPN) "Veteran" Jawa Timur Sebagai Kampus "Bela Negara")*.

Pasaribu & Agung. (2015). *Pengaruh Penggunaan Media Internal Portal Pt Dirgantara Indonesia Terhadap Citra Perusahaan*

Sally Raouf Ragheb Garas, Amira Fouad Ahmed Mahran, Hassan Mohamed Hussein Mohamed. (2016). *"Internal Corporate Branding Impact on Employees' Brand Supporting Behavior"*.

SITUS

<https://www.forbes.com/sites/sachinkamdar/2016/08/24/corporate-journalism-learnings-from-one-of-the-worlds-best-known-brands/> akses Mei 2019.

<https://www.jakartaconsulting.com/publication.php?id=1558603164&refid=167> akses Mei 2019.

<http://pelatihanhumas.com/beberapa-jenis-media-internal/> akses Mei 2019.