

DAFTAR PUSTAKA

Buku:

- Arief, N. N. (2020). *Corporate Communication: Praktik Terbaik Komunikasi Perusahaan*. Simbiosis Rekatama Media.
- Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice*. London: SAGE Publications.
- Creswell, J. W. (2013). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (3rd ed.). Sage Publications.
- David, F. R. (2021). *Strategic management: Concepts and cases* (17th ed.). Pearson Education.
- Effendy, O. U. (2020). *Strategi komunikasi*. Remaja Rosdakarya.
- Grunig, J. E., & Hunt, T. (2024). *Managing public relations* (3rd ed.). Routledge.
- Jones, A. (2021). *Public Health Communication: Strategies for the 21st Century*. Sage Publications.
- Katz, E., & Lazarsfeld, P. F. (1955). *Personal Influence: The Part Played by People in the Flow of Mass Communications*. Free Press.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Lead Innovation Acceleration. (2025). *Strategi Pemasaran Produk Kesehatan*. Jakarta: Digima.
- Patton, M. Q. (2015). *Qualitative Research & Evaluation Methods* (4th ed.). Thousand Oaks, CA: Sage Publications.
- Putri, Kinkin Yuliaty Subarsa, Elisabeth Nugraheni, & Saparuddin Mukhtar. (2021). *Komunikasi Kesehatan*. Jakarta: Rajawali Pers.
- Moleong, L. J. (2017). *Metodologi Penelitian Kualitatif* (Edisi Revisi). Bandung: Remaja Rosdakarya.
- Schultz, D. E., & Schultz, H. F. (2020). *IMC: The Next Generation: Five Steps for Delivering Value and Measuring Financial Returns*. McGraw-Hill Education.
- Smith, J. (2020). *Effective Communication Strategies in the Digital Age*. Routledge.
- Soemirat, M., & Ardianto, E. (2004). *Dasar-Dasar Public Relations*. Remaja Rosdakarya.
- Wijaya, B. S. (2021). *Korupsi Komunikasi: Teori dan Praktik*. Jakarta: Penerbit Komunikasi.
- Yin, R. K. (2018). *Case Study Research and Applications: Design and Methods* (6th ed.). Sage Publications.

Jurnal:

- Balmer, J. M. T., & Gray, E. R. (2021). *Corporate branding: A strategic imperative*. Journal of Brand Management, 28(1), 1–15. <https://doi.org/10.1057/s41262-021-00231-4>
- Hatch, M. J., & Schultz, M. (2020). The dynamics of *corporate branding*: Integrating vision, culture, and image. Corporate Reputation Review, 23(2), 89–104. <https://doi.org/10.1057/s41299-020-00085-3>
- Irona, R., & Triyani, R. (2022). Pengaruh promosi terhadap keputusan pembelian produk farmasi. Jurnal Komunikasi dan Bisnis, 9(2), 112–124.
- Jones, C. L., Jensen, J. D., Scherr, C. L., Brown, N. R., Christy, K., & Weaver, J. (2015). The Health Belief Model as an Explanatory Framework in Communication Research: Exploring Parallel, Serial, and Moderated Mediation. Health Communication, 30(6), 566–576. <https://doi.org/10.1080/10410236.2013.873363>
- Kaur, H., & Sharma, R. (2022). *Corporate branding* in the digital age: Strategies and challenges. International Journal of Business Communication, 59(3), 345–362. <https://doi.org/10.1177/23294884211012345>
- Kujala, J., Leinonen, H., Sachs, S., Heikkinen, A., & Laude, D. (2022). Stakeholder Engagement: Past, Present, and Future. Business & Society, 61(5), 1136–1196. <https://doi.org/10.1177/00076503211066595>.
- McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. Public Opinion Quarterly, 36(2), 176–187.
- Nurfahmi. (2020). Strategi komunikasi dalam perspektif sosial budaya. Jurnal Komunikasi dan Sosial Humaniora, 12(1), 45–58.
- Tolapa, M. (2023). Peran *Press Release* sebagai Bentuk Penyebaran Informasi Publik di Bagian Humas Pemerintah Kota Gorontalo. Jurnal Al-Qisthi, 2(1), 57–68.
- Universitas Pekalongan. (2021). Pentingnya Komunikasi Efektif dalam Pelayanan Kefarmasian untuk Patient Safety. Universitas Pekalongan.

Internet:

- Badan Pemeriksa Keuangan. (2025). Peraturan dan Kebijakan BPOM. Diperoleh melalui <https://peraturan.bpk.go.id/>

- B. Braun. (2023). Company History. Diperoleh melalui <https://www.bbraun.com/en/company/history.html>
- B. Braun Indonesia. (2023). Produk dan Layanan. Diperoleh melalui <https://www.bbraun.co.id/en/products-and-therapies.html>
- Health Economic Reviews. (2025). Health Fraud Information. Diperoleh melalui <https://thehealtheconomicreviews.biomedcentral.com/articles/10.1186/s13561-024-00530-6>
- International Pharmaceutical Manufacturers Group (IPMG). (2023). About Us. Diperoleh melalui <https://www.ipmg-indonesia.org/about>
- International Pharmaceutical Manufacturers Group (IPMG). (2023). Code of Conduct. Diperoleh melalui <https://www.ipmg-indonesia.org/code-of-conduct>
- Kementerian Kesehatan. (2021). Laporan Tahunan Kementerian Kesehatan 2021. Diperoleh melalui <https://www.kemkes.go.id/article/view/21010100001/laporan-tahunan-2021.html>
- Maor, M. (2020). "Strategic Communication by Regulatory Agencies as a Form of Reputation Management: A Strategic Agenda." *Public Administration*, 98(1), 12-25. https://www.researchgate.net/profile/Moshe-Maor/publication/340422430_Strategic_Communication_by_Regulatory_Agencies_as_a_Form_of_Reputation_Management_A_Strategic_Agenda/links/60d44df492851c8f7997e662/Strategic-Communication-by-Regulatory-Agencies-as-a-Form-of-Reputation-Management-A-Strategic-Agenda.pdf
- Müller, M., & Braun, C. (2021). "Guiding or Following the Crowd? Strategic Communication as Reputational and Regulatory Strategy." *Journal of Public Administration Research and Theory*, 31(4), 670-686. <https://academic.oup.com/jpart/article/31/4/670/6225153>

Publikasi:

- BPOM. (2021). Regulasi tentang Iklan & Pelanggaran Iklan. Badan Pengawas Obat dan Makanan.
- IPMG. (2021). *IPMG Code of conducts*. International Pharmaceutical Manufacturers Group.
- JPNN.com. (2021). Inilah Tantangan Industri Farmasi di Masa Pandemi. JPNN.
- PR Indonesia. (2021). Dirut Holding BUMN Farmasi Akui Komunikasi Masih Jadi Tantangan. PR Indonesia.