

Media Monitoring Management Strategies By Public Relations Pt. Dirgantara Indonesia As Controlling Corporate Publicity

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Abstract

This research is motivated by the phenomenon of media monitoring that occurs in the public relations of PT. Dirgantara Indonesia, which has experienced a change in media monitoring methods from conventional to digital due to state-owned policies on media monitoring and corporate publicity. This study aims to (1) find out how public relations utilize monitoring media for publicity and (2) find out how PTDI's public relations meet publicity needs in accordance with state-owned monitoring media. This research uses descriptive qualitative research methods with data collection using interviews, observation, and documentation methods. This study uses the concept of media monitoring by (Broom & Sha, 2013) which consists of: defining problems, planning and programming, taking action and communicating, and evaluating the program. Based on the results of research (1) it is known that PTDI has been using media monitoring since 2015 by producing a clipping as a monthly media monitoring report and after joining a state-owned enterprise, media monitoring reports are adjusted to state-owned policies, namely in a digital form called scoring soe. 2) After joining BUMN, PTDI uses media monitoring as a tool to fulfill the publicity obligations of every BUMN company. It is also known that media monitoring carried out by PTDI is required to be updated every day, this is because BUMN has an assessment in the form of "scoring" to assess public relations performance in BUMN companies conducting media monitoring

Keyword : media monitoring, publicity, PT.Dirgantara Indonesia

Introduction

PT.Dirgantara Indonesia (PTDI) which is a BUMN (State Owned Enterprise) company operating in the field of aviation infrastructure. In this discussion PTDI has carried out Media Monitoring in monitoring public sentiment towards company activities that are published by the media. However, because PTDI is currently a company under the auspices of a BUMN, the company must follow the Media Monitoring standardization by the BUMN. Through Pre-Research the researcher found that before standardization of Media Monitoring by BUMN, PT Dirgantara Indonesia had been conducting Media Monitoring since 2015. At that time the method used was conventional Media Monitoring using clippings, this method had been carried out by PT Dirgantara Indonesia for less than three years by collecting information or reporting from print and online media, which then made a clipping. The clipping process is carried out regularly, more precisely once a month to become a monthly PTDI news report. The clippings are formed systematically by placing the media logo at the beginning of the page, and the logos are arranged sequentially based on the

most publications, there is also a diagram depicting media sentiment data in publishing a news story, and there is also an evaluation of the results of Media Monitoring which has been carried out for one month. Conventionally.

In 2018 under the leadership of the main director Elfien Goentoro, PTDI carried out a transformation, namely a change in the Media Monitoring method, which was originally in the form of a written clipping report to become a digital report. During this period PTDI collaborated with IMM (Indonesia Media Monitoring) as a third party assisting PTDI's Public Relations in carrying out Media Monitoring. PT.Dirgantara Indonesia carried out this collaboration for three years before finally ending its collaboration in 2021. The collaboration ended because the Media Monitoring results provided by IMM did not meet PTDI's previous Media Monitoring standards. According to the source, Harry Harjoyo, IMM only provides report results in the form of unprocessed data. Mr. Harry also mentioned that IMM conducts Media Monitoring by using IMM's search engine tools which are capable of searching through specified keywords. However, the results provided by IMM were still very low compared to the previous PTDI clippings. Based on the information obtained through informants, the results of reports from IMM only provide general information or Media Monitoring. For example, when using IMM's search engine using the keyword "PTDI" which appears on the search engine, not only "PTDI" appears, it even doubles up on things outside the PT.Dirgantara Indonesia company and does not show detailed searches for the company and only shows that the search engine it has expertise in deepening searches using keywords only but not for relevant searches about the company.

After the end of the collaboration, PTDI's public relations continued to carry out Media Monitoring activities using clippings, until in 2019 the government united large Indonesian-owned companies into a unit under the name BUMN, this then gave PTDI the opportunity to rise again in terms of company publications. By joining PTDI with BUMN, it is easier for companies to get publications. Because PTDI is under the auspices of BUMN, PTDI is required to follow a number of rules established by BUMN. In the field of public relations, PTDI is required to follow BUMN regulations to always carry out publications and media monitoring.

Based on the previous explanation, PTDI had carried out Media Monitoring but the Media Monitoring that was carried out previously was not tied to any institution and only became PTDI's personal records or evaluations. Meanwhile, with the joining of PTDI with BUMN, PTDI is required to use the BUMN Monitoring Media standard. Based on the results of the pre-research, the researchers found that the BUMN Media Monitoring standard has a scoring system that will be compared with other BUMN companies.

Related to this, the researcher found an irregularity in the pre-research that if all BUMN companies were required to report to BUMN on the results of their public relations publications, in this case Media Monitoring, then the BUMN companies which incidentally were commercial companies or those with a wider market would always excel. such as companies that have commercial products or services. Meanwhile, PTDI itself is a company operating in the aircraft manufacturing industry and has become part of the Indonesian defense industry. This makes companies constrained in terms of publication to maintain secrecy because if it is too publicized it will potentially endanger national defense. Based on this, the researchers considered that PTDI's obstacle in terms of publication was in

maintaining the integrity of the company. It can be seen from PTDI's Instagram social media with id @officialptdi and on the BUMN portal website that PTDI does not upload much about company activities that interfere with company confidentiality. In this platform PTDI is more active in uploading activities such as PTDI's anniversary, national holidays. cooperation with foreign countries, and other social activities.

Based on this, the researchers realized that PTDI's public relations did not appear to be fully active in their public relations activities, especially in their publications. Nevertheless, PTDI is also required to maintain and improve the company's reputation by carrying out publications required by BUMN institutions. In this study, the focus of research is based on the exposure that has been given by PTDI is a state-owned company that operates in the aviation and national defense manufacturing industries. Thus, all forms of publicity have the potential to harm both the company and national defense. The joining of PTDI with BUMN indicates that PTDI must be ready to carry out all forms of publication because it is an obligation as a BUMN company.

Public Relations or Public Relations is an important tool that must be owned by a company because public relations serves as a liaison between the company's public and the company. According to (Broom & Sha, 2013) public relations is a management function that builds and maintains relations between an organization and the public which determines success or failure. Completely (Morissan, 2010) explains the scope of public relations assignments which are qualified into six scopes of assignment namely : Publicity, Marketing, Public Affairs, Lobbying Issue Management, and Investor Relations.

Based on the overall scope, it can be seen that public relations always has a strong relationship with the company's public and one of the efforts to maintain or monitor the development of the relationship between the company and its public is to carry out Media Monitoring. Media Monitoring itself is a public relations activity that is routinely carried out by the company in receiving and monitoring the feedback from the company's activities to the public. According to (Suryanata, 2015) in (Astuti et al., 2020) defines Media Monitoring as supervision or monitoring. Based on the results of pre-research conducted by researchers, many of the companies carry out Media Monitoring using Media Monitoring tools such as search engines, social media, mass media as an effort to find information or company-related news. But they are also using services or third parties in terms of Media Monitoring.

Media Monitoring also has an important role in company publications carried out by public relations. In this case, public relations has a role in filtering information from various reports contained in the information media. Various kinds of news about the company must reach the company. This aims to evaluate the company and this is one of the duties of public relations, namely as a contact person between stakeholders and the company.

However, many companies have implemented Media Monitoring but have not made Media Monitoring an important element in corporate public relations activities. Based on the observations of company researchers who have conducted Media Monitoring tend to be more successful in maintaining the relationship between the company and the public and even to improve the company's image. This success is also not far from good public relations performance. Because by getting issues from Media Monitoring the company can carry out an evaluation which will later become a plan in correcting negative issues or improving the company's image by implementing the plan that has been formed.

As a research reference, previously the researcher found a study entitled Utilization of Online Media Beritajakarta.id in the Publication of the DKI Jakarta Provincial Government Work Program by (Aisyah & Chandra Oktaviani, 2018). This study discusses the benefits of online media for the publication of DKI Jakarta Provincial Government work programs. The result of this study is that by using the online media platform Beritajakarta.id, the DKI Jakarta Provincial Government is able to publish related work programs with the media. In addition to this, by using online media, the provincial government can carry out Media Monitoring to monitor public sentiment regarding the work program of the DKI Jakarta provincial government which has been published. Thus the discussion about the previous research has sufficient relevance to the research conducted by the researcher.

Therefore PTDI public relations is needed to have expertise in compiling various forms of publication which will later be uploaded to various media. The role of PTDI's public relations will be important in this regard because PTDI's public relations will be the company's only communication channel to the company's public in maintaining company confidentiality and security. Based on the explanation given above, the researcher decided to conduct a study entitled **"MEDIA MONITORING MANAGEMENT STRATEGY BY HUMAS PT.DIRGANTARA INDONESIA AS CONTROLLING COMPANY PUBLICITY"**.

Method

The research method conducted by researchers is to use descriptive qualitative research methods. By obtaining data by observing, studying documentation, and interviewing. This study uses the constructivism paradigm as the researcher's point of view in obtaining answers to the problems in the formulation of the problem. According to (Cresswell J & Poth C, 2018) the constructivism paradigm is a point of view that explains how a person perceives and understands his own reality by developing one's experience and understanding of something. Researchers use the constructivism paradigm because researchers provide an understanding of how to use Media Monitoring as controlling public relations publications of PT. Dirgantara Indonesia after the standardization of Media Monitoring by BUMN and emphasizes that knowledge is not only obtained through experience, but knowledge is the result of the construction of researchers' understanding regarding the thoughts of the subject. researched by researchers.

Results and Discussion

In an effort to improve and maintain the reputation of a company, a public relations officer within the company is required to know the public's view of the company. Public Relations can carry out Media Monitoring as an effort to listen to public opinion about the company and PTDI has been proven to have carried out and utilized this Media Monitoring.

a. Defining Problem

In the stage of determining a problem, PTDI searches for news from various media. In early 2015, PTDI conducted an issue search by collecting issues in reports published by the media, both print and digital. Which after that were combined to become a clipping containing issues regarding PTDI. After the joining of PT.Dirgantara Indonesia with BUMN,

PTDI became more modern in searching for issues, namely by using a search engine and placing it in a digital report which was used as the evaluation standard for PTDI's public relations Media Monitoring in determining an issue that had been determined by BUMN and had an assessment system. Because this is mandatory for all public relations of BUMN companies, PTDI's public relations is required to follow the policies given by BUMN. If the company's public relations does not follow or violates the policies that have been determined, this will have an impact on reducing the assessment. But apart from this, Media Monitoring provides benefits for PTDI's public relations, especially in obtaining information about the company in public view. Even by following the policies of the BUMN, the company is able to determine which media are the most publicity distributors and have good credibility. Based on the concept (Broom & Sha, 2013), namely in determining a problem (Defining Problem) PTDI has done this by utilizing Media Monitoring to determine problems or issues published in the media.

b. Planning and Programming

After gathering information and understanding the issues that occur in the public against the company. Companies can plan to produce a strategy in response to these issues, both positive and negative issues. PT. Dirgantara Indonesia has carried out this plan by creating a KPI (Key Performance Indicator) as an effort to maintain and become a PTDI public relations foothold in responding to published issues. Learning from the cases that happened to PTDI, it can be seen if there is an issue that has the potential to become a problem for the company, be it a big or small problem, PTDI's public relations team immediately made a plan to solve the problem. As in this case, PTDI's first public relations effort was to develop a strategy for submitting the right of reply to the media that published the case. However, planning in this case is not only within the scope of solving problems or issues published by the media, but also planning in developing relations with stakeholders or the community, planning for the best development of public relations performance, or planning in providing benefits to the community. If examined through the concept of planning by (Broom & Sha, 2013) it can be seen that Media Monitoring assists PTDI's public relations in developing plans and strategies to respond to issues published by the media. by utilizing the results from Media Monitoring, PTDI prepared a KPI (Key Performance Indicator) which contained a public relations plan.

c. Taking Action and Communication

After planning, public relations can carry out the implementation. Same with other public relations, after planning in response to an issue or other public relations planning, PTDI also implements a predetermined plan. As an example, taking from previous cases, after making a strategy in approaching troubled media, after publishing negative issues, PTDI immediately filed a right of reply. Another thing that is done by PTDI apart from this is to do media releases. It can be said that PTDI is quite routine in making media releases, especially in clarifying matters that become an issue in the media. In practice, the media release is published on the official PTDI website which can be accessed by the public, PTDI's internal website which can only be accessed by those who have PTDI employee status, and the BUMN official website for publicity for BUMN companies. Based on (Broom & Sha, 2013)

regarding taking action and communicating, it is explained that public relations must implement a strategy or plan that has been prepared at the planning stage. As is the case with PTDI. The company has implemented the plan, one of the efforts is to make a media release which is then uploaded in the specified media.

d. Evaluating The Program

After public relations implements the plans and strategies that have been formed, the thing that can be done by public relations is to evaluate the implementation of these plans and strategies. In this case PTDI has carried out this evaluation, one of which is by using Media Monitoring.

After implementing PTDI's public relations strategy and planning, it can monitor media sentiment after issues occur or in viewing public opinion on public relations activities carried out by PTDI's public relations. Apart from evaluating based on PTDI's Media Monitoring, the BUMN also participated in evaluating the performance of public relations in carrying out Media Monitoring. The assessment indicators are indeed different between BUMN and PTDI. Public Relations of PT.Dirgantara Indonesia will evaluate the implementation of its strategy based on KPI (Key Performance Indicator) and direct evaluation from the BUMN. Therefore, because companies must follow BUMN policies, the KPI that is formed is adjusted to the evaluation needs of the BUMN.

The evaluation carried out by PT. Dirgantara Indonesia is basically in accordance with the Media Monitoring concept by (Broom & Sha, 2013), that is, after carrying out the implementation of public relations planning, it conducts an evaluation to assess the effectiveness of the strategy. Assisted by the Media Monitoring and KPI process, PTDI is seen carrying out a structured evaluation because the implementation of this strategy already has indicators of success that have been determined in the KPI. In addition, PTDI also conducts Media Monitoring to monitor the effects given after implementing this strategy. Especially in looking at the sentiment of the media and audiences.

e. Publicity

Publicity is a way to introduce the company to the public, but the company has no control over this, because the public will package information from the company based on what information the company publishes. The thing that is of concern in publicity is when published news is news that tends to be negative. In this case PT.Dirgantara Indonesia has made efforts to maintain the company's publicity especially with the existence of Media Monitoring which has been standardized by BUMN. Publicity at PTDI is a very important thing to pay attention to, especially because the company is a company that is part of the national defense unit. Therefore, all forms of publications carried out by PTDI are required to pay more attention from the point of view of their interests. By using the media plan policy by BUMN. PTDI makes it easier to do company publicity. Especially in the form of social activities. PTDI is quite routine in carrying out social actions. This is done with the aim of increasing public trust and providing positive publicity for the company.

Other publicity such as corporate issues and corporate actions do not seem to be emphasized too much from a publicity perspective considering that this company contains a lot of information that is essential for national defense. However, sometimes publications

regarding these matters are also carried out by PTDI public relations. This can be seen from the official PTDI website and PTDI social media. Some news regarding company interests such as cooperation with other institutions or countries or updates related to projects that are superior in the company such as massive aircraft sales are also published by the company, but certain with all company policies and considerations. PTDI is actually quite open by conducting media releases and publishing on its official website, but this is not enough to maintain the company's reputation through its publicity. The company also does publicity by conducting Open Houses to provide a more real view to the public.

In the view of the biggest publicity researcher carried out by PTDI is the Open House program. The Open House provides the potential for wider and unrestrained publicity. Because the company provides an opportunity for the public to actively pay attention to the PTDI work environment. Even though these activities are arranged in such a way, the publicity carried out by the public will not be controlled. Therefore, in anticipating various kinds of publications that the company does not want. PTDI maximizes the use of Media Monitoring as a means of evaluating publicity carried out by the company. (Morissan, 2010), in practice PTDI has carried out publicity regularly, especially in terms of media releases and Media Monitoring even though PTDI is filled with essential information, PTDI still tries to maintain its publicity. However, one thing that is interesting is the Open House program, which means that PTDI openly gives access to the general public to explore the PTDI environment. this is quite contrary to PTDI's policy of maintaining essential company information but the program has not been investigated further because researchers did not obtain information related to the program.

f. Marketing

In marketing, PTDI is not a commercial company that can carry out promotions in various media. This is because PTDI does not have products that can be consumed by various groups of consumers. Aircraft is not a product that everyone can afford, therefore PTDI's marketing method is different from other commercial companies. In marketing, PTDI usually follows the request of the Ministry of Defense. Especially in the supply of fighter aircraft and missile fleets. However, not all that is produced by PTDI is related to the military, some are produced for non-military use. In this regard, PTDI usually attends exhibitions to introduce its company. From the exhibition PTDI was able to promote the company and expand the communication network around the Indonesian aviation industry. By examining PTDI's marketing activities with the marketing concept by (Morissan, 2010), it can be seen that PTDI has carried out marketing with specific segmentation. This is known based on the observations of researchers who found that PTDI customers are institutions or agencies that need air vehicles such as TNI AD (Air Force) or foreign Air Forces.

g. Public Affairs

In order to improve the relationship between the company and the community, PTDI is quite routine in carrying out social activities such as CSR (Corporate Social Responsibilities). This shows that PTDI is still aware of the condition of the community so that it makes CSR to provide a sense of concern for the community that PTDI also has empathy for the community.

However, in addition to providing care to the public using CSR, PTDI also uses the Open House program as an effort to approach employees' families and the community in addition to introducing Indonesian-made aircraft PTDI also has the aim of educating the public about the actions of the aviation industry in Indonesia and information about PT. Dirgantara Indonesia. If the study is based on the concept of the scope of public relations according to (Morissan, 2010), in practice PTDI has carried out public affairs and is set forth in the form of CSR (Corporate Social Responsibilities). If seen through the definition of public affairs by cutlip in (Mukarom, 2015) the social activities that have been carried out by PTDI are in accordance with this concept, namely to improve and maintain relations with the public.

h. Issue Management

In the corporate world, one of the factors in the decline of a company's reputation is due to issues concerning the company. A company must at least have a unit that is expert or able to address or manage these issues. As is well known, PTDI is a company that is aware of the need for issue management. Therefore PTDI formed a public relations division to handle all forms of communication that occur between the company and its public. By using Media Monitoring, PTDI can identify issues that are published in the community and is able to prepare KPIs (key performance indicators) for planning and developing strategies to address these issues.

By reviewing based on the concept of the scope of public relations by (Morissan, 2010). In practice, PTDI has carried out issue management in accordance with this concept, namely in maintaining and monitoring public trends towards the company. This is evidenced by the use of Media Monitoring as a tool to detect public sentiment towards companies.

i. Lobby

Lobbying is a company approach method to the desired stakeholder. Through the research results obtained, one of PTDI's efforts to lobby is in the scope of publicity where PTDI lobbies the media if it requires publication from certain media. Judging from the results of the interviews, it is also known that in an effort to lobby PTDI usually maintains this relationship by carrying out activities such as coffee morning or especially to the media that have assisted PTDI in their publications. Based on the concept of the scope of public relations by (Morissan, 2010) in lobbying the media, it can be seen that apart from approaching the media, PTDI also maintains relationships with these media by conducting coffee morning activities. This is essential especially in maintaining relations with the media and these activities are closely related to the concepts explained by (Morissan, 2010).

j. Investor Relations

In an effort to maintain good relations with investors or stakeholders, companies usually carry out transparency on projects that have been agreed upon between the company and stakeholders. By participating in various kinds of exhibitions with the theme of the aviation industry, PTDI can maintain and increase stakeholder trust because there is something to show

In addition, PTDI's public relations created a KPI in which there was an agenda to maintain relations between the company and stakeholders. Not much information was

obtained through interviews regarding PTDI's process in conducting investor relations, but it can be seen in the KPI formed by PTDI's public relations that there is an agenda aimed at maintaining company relations with investors. If the review is based on the concept of the scope of public relations explained by Cutlip in (Morissan, 2010) that in conducting investor relations a company must build and maintain relations between investors and the company. However, in connection with the information obtained, PTDI has done this by providing transparency to investors regarding projects carried out by the company and besides that, in an effort to build trust for future investors, PTDI also regularly participates in exhibitions entitled the aviation industry.

Conclusion

Based on the results of research conducted regarding the use of Media Monitoring as a publicity control for PT. Dirgantara Indonesia, researchers can conclude that

1. PT.Dirgantara Indonesia utilizes Media Monitoring as controlling company publicity. Especially in conducting media releases and public relations activities such as Open Houses. The use of Media Monitoring also appears to have been carried out by PTDI by creating a KPI (Key Performance Indicator) or the term given is "activity plan and realization" in which PTDI's public relations program indicators are listed, one of which is company publicity. PTDI also uses the results of the Media Monitoring evaluation to carry out publicity on the official PT.Dirgantara Indonesia website, both internal and external sites. Apart from that, PTDI's Media Monitoring has become more sensitive to public opinion and another thing PTDI has done in utilizing it is by making PTDI's official social media. In addition to improving the relationship between the company and the public, PTDI also increases company publicity through social media. because social media can also provide its own publicity, especially in public opinion about company uploads.
2. PT.Dirgantara Indonesia is required to maintain and increase its publicity because PTDI is required to follow BUMN policies. In practice, in increasing company publicity, PTDI follows the provisions of the media plan by BUMN. In this case are Corporate Issues, Corporate Actions, and CSR (Corporate Social Responsibilities). This has also been shown by PTDI's public relations in the "activities plan and realization" formed by PTDI's public relations in which there are various public relations programs formed according to plans by PTDI. Therefore PTDI can maintain company information to get unwanted publicity and encourage more publicity about PTDI's social programs.

Overall PT.Dirgantara Indonesia has utilized Media Monitoring not only within the scope of publicity but also within the scope of other public relations. Even though it has limitations because there is essential information, PTDI's publicity can be said to be more optimal.

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