

## WORK CITED

- Alfarokhi, Faisal. Personal Interview. 29 May 2019
- Carol, Craig E, et al. "Key messages and message integrity as concepts and metrics in communication evaluation", *Journal of Communication Management*. Vol. 18 Iss 4 pp. 386 – 401. 2014. 7 July
- Desriyadi, Try. Personal Interview. 12 March 2019
- Gakkai, Nihon Keiei. *Innovation and Management: International Comparisons*. Berlin: Walter De Gruyter. 1988
- Hartono. Personal Interview. 12 April 2019
- Lee, Juhnyoung, et al. "Business Transformation Workbench: A Practitioner's Tool for Business Transformation." *IEEE International Conference on Services Computing*. IEEE, 2008. 20 Jun. 2019
- McQuail, Denis and Sven Windahl. *Communication Models For The Study Of Mass Communication*. New York: Longman Publishing, 1993.
- PT Petrokimia Gresik. "Annual Report Book 2018". 2018.
- PT Petrokimia Gresik. "Company Profile". 2018.
- Sabrazutski, Stefan. *Strategies, Mission, Vision, Goals*. Grin Verlag: Norderstedt. 2010
- Sutisna, Dadan. *7 Langkah Menjadi Webmaster*. Jakarta: Mediakita, 2008. 30 Jun. 2019
- Theaker, Alison. *The Public Relations Handbook*. Abingdon: Routledge, 2004. 8 Jul. 2019
- Uhl, Axel and Lars Alexander Gollenia. *A handbook of business transformation management methodology*. New York: Gower Publishing, 2016. 26 Jun. 2019
- Warger, Elizabeth. *Getting Research Published: An A to Z of Publication Strategy*. Abingdon: Radcliffe, 2006. 8 Jun. 2019
- Widjaja. *Komunikasi dan Hubungan Masyarakat*. Jakarta: Bumi Aksara, 1993.