

BIBLIOGRAPHY

Bradley, D. (2019). *Polansky: IPG PR firms score mid-single-digit revenue growth in Q1*. [online] PR Week. Available at:
<https://www.prweek.com/article/1583130/polansky-ipg-pr-firms-score-mid-single-digit-revenue-growth-q1>

Cyberalert.com. (2019). *Media Monitoring: The Complete Guide*. [online] Available at:
http://www.cyberalert.com/downloads/media_monitoring_whitepaper.pdf

Fensel, D., Leiter, B. and Stavrakantonakis, I. (2012). *Social Media Monitoring*. STI Innsbruck. [online] Available at:
<https://oc.sti2.at/sites/default/files/SMM%20Handouts.pdf>

Hudson, M. (2019). *Everything You Need to Know About Advertising Rate Cards*. [online] The Balance Small Business. Available at:
<https://www.thebalancesmb.com/understanding-advertising-rate-cards-2890304>

Kee, C. and Hassan, M. (2006). THE ADVERTISING-VALUE-EQUIVALENT (AVE) METHOD IN QUANTIFYING ECONOMIC VALUES OF PUBLIC RELATIONS ACTIVITIES: EXPERIENCE OF A PUBLICLISTED COMPANY IN MALAYSIA. *Kajian Malaysia*, [online] XXIV(No. 1 & 2), p.37. Available at:
<http://web.usm.my/km/24-06/KM%20ART%203.pdf>

Mutmainnah, N. (2019). *Indonesia*. [online] Media Landscapes. Available at:
<https://medialandscapes.org/country/indonesia>

Oliver, H. (2010). *Online Media*. [online] Urban Dictionary. Available at:
<https://www.urbandictionary.com/define.php?term=online%20media>

The Jakarta Post. (2019). *Number of start-ups projected to grow 20-30 percent this year, Bekraf says*. [online] Available at:
<https://www.thejakartapost.com/news/2019/04/16/number-of-start-ups-projected-to-grow-20-30-percent-this-year-bekraf-says.htm>

Weber Shandwick. (2019). *Who We Are | Weber Shandwick*. [online] Available at:
<https://www.webershandwick.com/who-we-are/>

Website Resmi Kementerian Komunikasi dan Informatika RI. (n.d.). *Kominfo : Pengguna Internet di Indonesia 63 Juta Orang*. [online] Available at:
https://kominfo.go.id/index.php/content/detail/3415/Kominfo+%3A+Pengguna+Internet+di+Indonesia+63+Juta+Orang/0/berita_satker