

Daftar Pustaka

- Austin, Erica W. Dan Pinkleton, Bruce E. (2015). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. London. Routledge.
- Arens, William F. 1999. *Contemporary Advertising*. New York : Irwin/ Mc Graw-Hill
- Baran, J. Stanley & Dennis K. Davis (2000). *Mass Communication Theory : Foundations, Ferment and future* . California : Wadsworth Publishing Company.
- Bullock, Heather, Fraser, Kren, Williams, Wendy R. 2001. Media Images of the Poor. Santa Cruz. University Of California and Newyork University. *Journal of Social Issues*. Vol. 57 : No. 2, 2001 (pp. 229-246)
- Bungin, Burhan. 2012. *Penelitian Kualitatif*. Jakarta : Pustaka Media Group
- Creswell, W, Jhon. 2008. *Research Design : Pendekatan Kualitatif, Kuantitatif dan Mixed*. Yogyakarta : Pustaka Pelajar.
- Mulyana, Deddy. 2006. *Metodologi Penelitian Kualitatif Paradigma Baru Ilmu Komunikasi dan Ilmu Sosial Lainnya*. Bandung. Remaja Rosdakarya.
- Dickinson, J.E., Ghali, K., Cherrett, T., Speed, C., Davies, N., and Norgate, S., (2014). Tourism and The Smartphone App: Capabilities, Emerging Practice and Scope in The Travel Domain. *Current Issues in Tourism*, 17(1), 84-101
- Donovan, Rob. Henley, Nadine. 2010. *Principles and practice of social marketing. an international perspective*. Canbridge University Press.
- Flynn, Brian S. , John K. Worden, Janice Yanushka Bunn, Anne L. Dorwaldt, Scott W. Connolly and Takamaru Ashikaga (2007). Youth Audience Segmentation Strategies for Smoking-Prevention Mass Media Campaigns Based on Message Appeal. *Health Education & Behavior*, Vol. 34 (4): 578-593
- George, R Terry. 2000. *Principles of Management*. Edisi Bahasa Indonesia. Jakarta : Bumi Aksara.
- Gregory, Anne. 2000. *The art & science of public relation. Planning and managing A Public Relation Campaign*, Volume 2, New Delhi : Crest Publishing House

- Kriyantono, Rachmat. 2006. *Teknik Praktis Riset Komunikasi : Disertai Contoh Praktis Riset Media, Publik Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Jakarta: Kencana Prenada Media Group.
- Kotler, P., & Roberto, E. L. 1989. *Social Marketing : Strategies For Changing Public Behavior*. New York. The Free Press
- Kotler, P & Kevin Lane Keller. 2012. *Marketing Management*. New Jersey. Pearson Prentice Hall, Inc.
- Kotler, P. dan G.Zaltman. 1971. Social Marketing : An Approach to Plannerd Social Changed. *The Journal Of Marketing*. Vol. 35 (July) : 3-12.
- Kurniastuti, Nurhenu. 2013. Bahaya Plastik Terhadap Kesehatan dan Lingkungan. Swara Patra. [ejurnal.ppsdmmigas](http://ejurnal.ppsdmmigas.com).
- Liliweri, Allio. 2011. *Komunikasi Serba ada Serba Makna*. Jakarta : Kencana Prenada Media Group.
- Liliweri, Allio. 2010. *Strategi Komunikasi Masyarakat* .Yogyakarta : LKIS
- Lincoln, Yvonna S & Egon G. Guba. 1985. *Naturalistic Inquiry*. California: Sage.
- Littlejhon, Stephen, W & Foss, Karen A. 2009. *Encyclopedia Of Communication Theory*. Mexico : Sage Publication
- McQuail, Dennis M & Windahl, Sven. 1993. *Communication Model : For The Study Of Mass Communication* 2nd edition. New York : Longman
- Miles, B. Mathew dan Michael Huberman. 1992. *Analisis Data Kualitatif Buku Sumber Tentang Metode-metode Baru*. Jakarta: UIP.
- Mulyana, Dedy. 2007. *Pengantar Ilmu komunikasi*. Bandung. PT Remaja Rosdakarya.
- Nazir, M. (2003). *Metode Penelitian*. Jakarta : Ghalia Indonesia.
- Ngurah Putra, I Gusti. 2008. *Manajemen Hubungan Masyarakat*. Jakarta : Universitas Terbuka.
- Patton, Michael Quinn. 2002. *Qualitative Research and Evaluation Methods* . 3rd Edition. Thousand Oaks. Sage Publications. Inc California.
- Perloff, Richard M. 1993. *The Dynamics of Persuasion*. New Jersey : L. Erlbaum Associates.

- Pfau, Michael dan Roxanne Parrot. 1993. *Persuasive Communication Campaign*. Massachussets. Allyn & Bacon.
- Pickton, D. and Broderick, A. (2001), *"Integrated Marketing Communications"*, *Corporate Communications: An International Journal*, Vol. 6 No. 1, pp. 53-54.
- Pudjiastuti, W. (2016). *Social Marketing : Strategi Jitu Mengatasi Masalah Sosial di Indonesia*. Jakarta : IKAPI DKI Jakarta..
- Purwanto, Dwi. 2018. *Manajemen Komunikasi dalam Kampanye Sosial di Badan Pusat Statistik (Studi Kasus Tentang Manajemen Komunikasi Dalam Kampanye Sosial Sensus Ekonomi 2016 di Badan Pusat Statistik Daerah Istimewa Yogyakarta)*..
- Rice. Ronald, E & Atkin. Charles, K. 2013. *Public Communication Campaign Fourth Edition*. Los Angeles. Sage Publication.
- Rice, Ronald & W.J Paisley. 1981. *Public Communication Campaign*. London: Sage Publication
- Rogers, E.M & Storey J.D.1987. *Communication Campaign* dalam C.R. Berger & S.H Chaffe (eds). *Handbook of communication science*. New Burry Park, CA. Sage Publication.
- Rogers, Everett M. 1973. *Communication Strategies For Family Planning*. New York : Free Press
- Safitri Zen, Irina. Rahmalan, Ahmad. Wahid Omar. 2013. *No plastic Bag day in Malaysia and the policy implication*. Malaysia. Springer Science Bussines Media Dordrecht.
- Setiawan, Budi. Dini Salmiyah Fithrah. 2018. *Kampanye Gerakan Indonesia Diet Kantong plastik Dalam Membentuk Persepsi Masyarakat Bandung*. Bandung. [Journal.unpad.ac.id](http://journal.unpad.ac.id)
- Siff, James B. 1994. *Persuasive Communication*. New York/London : The Guildford Press
- Sugiyono. 2010. *Metode Penelitian Kuantitatif & Kualitatif*. Bandung Alfabeta.
- Synder, L. B. (2002). *"Development Communication Campaigns"*. Dalam W.B. Gudykunts, & B. Mody (ed), *Handbook of international and intercultural communication*. California : Sage Publications
- Venus, Antar. 2012. *Manajemen Kampanye*. Bandung : Simbiosis Rekatama Media.

Venus, Antar. 2019. *Manajemen Kampanye* (edisi revisi). Bandung : Simbiosis Rekatama Media

Yin, Robert. K. 2006. *Studi Kasus : Desain dan Metode Terjemahan* dari Case study Research Design and Method. Jakarta. PT Raja Grafindo Persada.

Yin, Robert K. 2015. *Studi Kasus : Desain dan Metode terjemahan* dari case study research design and method. Jakarta. PT Raja Grafindo Persada.

Yvona S. Lincoln dan Egon G. Guba. *Naturalistic Inquiry*. Beverly Hills : Sage. 1985.

Website Resmi Pemerintah

<https://peraturan.bpk.go.id/Home/Details/43431>

<https://dlh.banjarماسinkota.go.id/2017/10/profil-dinas-lingkungan-hidup-kota.html>

<https://umum.banjarماسinkota.go.id/2017/01/profil-kota-banjarماسin.html>

<https://umum.banjarماسinkota.go.id/2017/01/profil-kota-banjarماسin.html>

Portal Berita Online

<https://matabanua.co.id/2020/01/22/sebanyak-9000-bakul-akan-dibagikan-ke-pasar-tradisional/>

<https://portal.banjarماسinkota.go.id/2019/04/siswa-smp-n-22-duta-kebersihan-kota.html>

<https://indonesia.go.id/narasi/indonesia-dalam-angka/sosial/menenggelmkan-pembuang-sampah-plastik-di-laut#:~:text=Sebanyak%2070%20persen%20sampah%20plastik,dunia%20yang%20dibuang%20ke%20laut.>

