

- Artis, S.Ag. (2011). Strategi Komunikasi Public Relations. Jurnal Sosial Budaya, 8(02).
- Aryantiningasih, Ria. (2017). Membangun Regional Branding Pemerintah Kabupaten Kulon Progo Dibalik Gerakan Bela Beli Kulon Progo.
- Brand Ambassador. (n.d.). Retrieved March 1, 2021, from PR Brand and Marketing Website: <https://prbrandmarketing.com/services/brand-ambassador/#:~:text=The%20brand%20ambassador%20is%20meant,to%20buy%20and%20consume%20more.>
- Branding Regions and Destinations. (n.d.). Retrieved January 29, 2021, from International Public Relations Association (IPRA) Website: <https://www.ipra.org/news/itle/branding-regions-and-destinations/>.
- Budiharsono, S. (2015). Pengembangan Ekonomi Lokal dan Daerah untuk Meningkatkan Daya Saing Daerah.
- Call-To-Action Examples. 2020. Retrieved March 1, 2021, from The Daily Egg Website: <https://www.crazyegg.com/blog/call-to-action-examples/>.
- Creative Commons. (2012). A Primer on Communication Studies: Introduction to Communication Studies. 7-11.
- Creative Commons. (2012). A Primer on Communication Studies: Introduction to Communication Studies. 42.
- Definition of Campaign. (n.d.). Retrieved February 10, 2021, from Cambridge Dictionary Website: <https://dictionary.cambridge.org/dictionary/english/campaign>.
- Definition of Communication. (n.d.). Retrieved February 10, 2021, from Oxford Learners Dictionaries Website: <https://www.oxfordlearnersdictionaries.com/definition/english/communication?q=communication>.
- Definitions of Communication. 2012. Retrieved February 10, 2021, from Communication Theory Website: <https://www.communicationtheory.org/definitions-of-communication/>.
- Definition of Public Relations. (n.d.). Retrieved February 10, 2021, from Oxford Learners Dictionaries Website: [public-relations noun - Definition, pictures, pronunciation and usage notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.com](https://www.oxfordlearnersdictionaries.com/definition/english/public-relations).

Definition of Strategy (n.d.). Retrieved February 18, 2021, from Cambridge Dictionary Website:

<https://dictionary.cambridge.org/dictionary/english/strategy>.

Developing Strategy. 2020. Retrieved February 10, 2021, from Chartered Management Institute

Website: [Developing Strategy - CMI \(managers.org.uk\)](https://www.managers.org.uk/developing-strategy)

Ethical Communication: The Basic Principles. 2020. Retrieved February 10, 2021, from SMB

Advisors Website: [Ethical Communication: The Basic Principles \(smbadvisors.com\)](https://www.smbadvisors.com/ethical-communication-the-basic-principles).

Examples of Public Relations Campaigns. (n.d.). Retrieved March 2, 2021, from AZ Central

Website: <https://yourbusiness.azcentral.com/examples-public-relations-campaigns-1990.html>.

Freberg, Karen. (2020). *Discovering Public Relations: An Introduction to Creative and Strategic Practices*. SAGE Publications, 3.

Guffey, M. E. Loewy, D. (2014). *Business Communication: Process & Product* (8th ed.).

Kabupaten Kulon Progo dalam Angka 2020. (n.d.). Retrieved December 7, 2020, from Pemerintah

Kabupaten Kulon Progo Website: <https://kulonprogokab.go.id/v31/>.

Lasswell's Model. (n.d.). Retrieved February 10, 2021, from Communication Theory Website:

<https://www.communicationtheory.org/lasswells-model/>.

Margarisová1, Klára. Vokáčová, Lucie. (2016). *Regional Branding: Building Brand Value*.

Pusbindiklatren Bappenas. (2015). *Laporan Studi Lapang Diklat Madya*.

Oni, Ebenezer Oluwole. (2016). *Public Policy Analysis*. 335.

Pemkab Laksanakan Tirakatan, Prof. Rijanta Sebut "Kabupaten Bocor". (n.d.). Retrieved February

19, 2021, from Pemerintah Kabupaten Kulon Progo Website: <http://www.kulonprogokab.go.id/v21/index.php?pilih=news&mod=yes&aksi=lihat&id=3031>.

Perbaswari, S. Novianto, E. (2016). *Strategi Komunikasi Pemerintah Kabupaten Pangandaran Dalam Pengembangan Ekonomi Kerakyatan Melalui Sektor Pariwisata Di Kabupaten Pangandaran*. Jurnal Ilmiah Komunikasi, 5.

Product Knowledge – Meaning, Importance, and Types. 2020. Retrieved February 2021, from

Marketing91 Website: <https://www.marketing91.com/product-knowledge/>.

Profil Daerah Pemerintah Kabupaten Kulon Progo. (n.d.). Retrieved 7 December, 2020, from

Pemerintah Kabupaten Kulon Progo Website: <https://kulonprogokab.go.id/v31/>.



UNIVERSITAS
GADJAH MADA

**Communication Strategies of the Regional Government of Kabupaten Kulon Progo in Implementing
Bela
Beli Kulon Progo Economic and Cultural Policy through Media Campaigns to Build Regional
Branding in
the Era of Regent Hasto Wardoyo (2017-2019)**

NABILLA ULFATUL I, Drs. Winarto

Ruslan, Rosady (2011). *Manajemen Humas & Manajemen Komunikasi: Konsep dan Aplikasi*.

Rajawali Press, 111.

Sari, Nilla. Wahyu, Betty. (2021). *Humas Pemerintah*. Graha Ilmu. Yogyakarta. 7.

Sari, Nilla. Wahyu, Betty. (2021). *Humas Pemerintah*. Graha Ilmu. Yogyakarta. 9.

Sari, Nilla. Wahyu, Betty. (2021). *Humas Pemerintah*. Graha Ilmu. Yogyakarta. 22.

Sari, Nilla. Wahyu, Betty. (2021). *Humas Pemerintah*. Graha Ilmu. Yogyakarta. 28.

Sarmito. Mutiarin, Dyah. Nurmandi, Achmad. (2020). Pola Komunikasi Pemerintahan Kabupaten Kulon Progo dalam Meningkatkan Pendapatan Asli Daerah tahun 2014-2018. *Jurnal Tata Sejuta*, 6(2), 564-566.

Sukmaraga, Ayyub Ashari. Nirwana, Aditya. (2019). *City Branding: Sebuah Tinjauan Metodologis Dengan Pendekatan Elaboratif, Praktis, Dan Ilmiah*. Universitas Ma Chung. 2-3.

The Importance of Good Communication in the Workplace. (n.d.). Retrieved February 18, 2021, from Michael Page Website: <https://www.michaelpage.co.uk/advice/management-advice/development-and-retention/importance-good-communication-workplace>.

Urgensi Membangun City Branding Bagi Suatu Daerah. (n.d.) Retrieved January 29, 2021, from Tangerang Online Website: <https://tangerangonline.id/2019/01/20/urgensi-membangun-city-branding-bagi-suatu-daerah/>.

What is Public Relations? PR Functions, Types, & Examples. 2020. Retrieved February 10, 2021, from Feedough Website: [What Is Public Relations? PR Functions, Types, & Examples | Feedough](https://www.feedough.com/what-is-public-relations-pr-functions-types-examples/).

Wibisono, Zam Basir Angga. (2017). Strategi Kampanye Public Relations Humas Pemerintah Kabupaten Kulon Progo Dalam Program “Bela Beli Kulon Progo”. 22-28.

Yuwono, Teguh. Warsito. Manar, Dzunuwanus Ghulam. (2018). *Government Innovation of Kulon Progo “Bela-Beli” Programmme*. Universitas Diponegoro.