



WORKS CITED

- Adams, B. T. (2017, December 19). *5 Steps for Creating Your Own TV Show*. Retrieved from Medium.com: <https://medium.com/the-ascent/5-steps-for-creating-your-own-tv-show-e2f96a6ef9dc>
- Anggito, A. (2018). *Metodologi Penelitian Kualitatif*. Jawa Barat: Jejak Publisher.
- Annisa, A. R. (2019). Program Non Drama Televisi Magazine Show “Teenager”. *Thesis*.
- Anthonissen, P. (2008). *Crisis communication: Practical PR strategies for reputation*. Philadelphia: Kogan Page Publishers.
- Azwar, A. P. (2018). Etika Dalam Program Hiburan. *Journal of Digital Education, Communication, And Arts (DECA)*, 1(2), 91-102.
- Barnes, N. *Attention Brand Marketers: Leverage These Insights into Generation Z's Social Media Habits*. (2019, January 2). Retrieved from Barnes & Noble College: <https://www.bnncollege.com/insight/attention-brand-marketers-leverage-these-insights-into-generation-zs-social-media-habits/>
- CFCC. (2020, March 13). *8 Jenis Konten Visual yang Menarik Untuk Sosial Media*. Retrieved from Teknoia: <https://teknoia.com/jenis-konten-yang-menarik-untuk-sosial-media-678a1ae597d1>
- Chen, J. (2021, June 30). *The most important social media metrics to track*. Retrieved from SproutSocial: <https://sproutsocial.com/insights/social-media-metrics/>
- Gultom, A. D. (2018). Digitalisasi Penyiaran Televisi di Indonesia. *Buletin Pos*, 16(2), 91-100.
- Hopper. (2021, June 19). *Engagement Rate*. Retrieved from HopperHQ: <https://www.hopperhq.com/social-media-marketing-glossary/engagement-rate/>
- Jefferson, S. (2015). *Valuable content marketing: how to make quality content*. Philadelphia: Kogan Page Publishers.
- Kasiram, M. (2010). Metodologi penelitian: Kualitatif–Kuantitatif. *Research Repository*.
- Ken, D. (2021, June 30). Why Engagement Rate is More Important than Likes on Your Facebook. Retrieved from Social Media Today: <https://www.socialmediatoday.com/content/why-engagement-rate-more-important-likes-your-facebook#:~:text=The%20engagement%20rate%20shows%20you,your%20brand%20is%20much%20greater.>



UNIVERSITAS
GADJAH MADA

THE STRATEGIES OF THE SINGING GROUP ANDIKASTERS TO MAINTAIN THE VIEWERSHIP OF
MUSIC CAMP PROGRAM IN

TVRI JOGJA

NURMA ANDIKA F, Cisya Dewantara Nugraha, S.S., M.A.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Kivunja, C. (2018). Distinguishing between theory, theoretical framework, and conceptual framework: A systematic review of lessons from the field. *International Journal of Higher Education*, 7(6), 44-53.

Lestari, H. S. (2020). Kegiatan Content Writer Dalam Social Media Mamypoko Pada PT Nadyne Media Tama Jakarta Selatan. *Doctoral dissertation, Politeknik APP Jakarta*.

Macnamara, J. (2013). *Strategi Public Relations*. Jakarta: Gramedia Pustaka Utama.

Puspitarini, D. S. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi. *Jurnal Common*, 3(1), 71-80. Rahmaningtyas, N. (2019). Strategi Konten Visual Pada Media Promosi. *Doctoral dissertation, Universitas Mercu Buana Jakarta*.

Redcomm. (2021, June 19). *Rumus Menghitung Engagement Rate Instagram untuk Keperluan Campaign*. Retrieved from Redcomm: <https://redcomm.co.id/knowledges/rumus-menghitung-engagement-rate-instagram-untuk-keperluan-campaign>

Triwardani, R. (2012). Etnografi Pemirsa dan Penggunaan Televisi dalam Keluarga. *Jurnal Ilmu Komunikasi*, 9(2). 85-98.

TVRI Jogja. *Sejarah Tvri Stasiun D.I Yogyakarta*. (2021, May 8). Retrieved from TVRI: <http://tvri.go.id/stasiun/jogja>

Universitas Atma Jaya. (2020, February 26). *TVRI Dan UAJY Gelar Music Camp*. Retrieved from Universitas Atma Jaya Yogyakarta: <http://www.uajy.ac.id/berita/tvri-dan-uajy-gelar-music-camp/>

Wasesa, S. (2005). *Strategi Public Relations*. Jakarta: Gramedia Pustaka Utama.