

Daftar Pustaka

Website:

Anonim. 2014. Terarsip di <http://jajakpendapat.net/> (Diakses pada 3 Maret 2015)

Anonim. 2015.

Terarsip di <https://play.google.com/store/apps/details?id=com.git.jakpat>
(Diakses pada 25 November 2015)

Anonim. 2015. <http://Blog.jakpat.net/id/> (Diakses pada 20 November 2015)

Anonim. 2015. <http://Blog.jakpat.net/en/> (Diakses pada 20 November 2015)

Anonim. 2006. *Top International Paid Surveys*. Terarsip di
<http://www.internetpaysurveys.com/international/survey1.htm> (Diakses
pada 3 Maret 2015)

Anonim. 2014. *Indonesia Pasar Smartphone Terbesar di Asia Tenggara*. Terarsip
di [http://www.pelwisnet.com/peluang-bisnis-survei/bisnis-survey-online-
indonesia/](http://www.pelwisnet.com/peluang-bisnis-survei/bisnis-survey-online-indonesia/) (Diakses pada 3 Maret 2015)

Anonim. 2012. *Indonesia's US\$10 Billion Media Market*. Terarsip di [http://redwing-
asia.com/market-data/market-data-media/](http://redwing-asia.com/market-data/market-data-media/) (Diakses pada 18 Juli 2015)

Anonim. 2014. Terarsip di
[http://www.depkop.go.id/index.php?option=com_phocadownload&view=fil
e&id=335:data-usaha-mikro-kecil-menengah-umkm-dan-usaha-besar-ub-
tahun-2012-2013&Itemid=93](http://www.depkop.go.id/index.php?option=com_phocadownload&view=file&id=335:data-usaha-mikro-kecil-menengah-umkm-dan-usaha-besar-ub-tahun-2012-2013&Itemid=93) (Diakses pada 1 Agustus 2015)

Anonim. 2014. *Pertumbuhan Mobile Aplikasi Indonesia Meroket*. Terarsip di
[http://portal.himax.co.id/detail-news/1252/2014/11/Pertumbuhan-Aplikasi-
Mobile-Indonesia-Meroket](http://portal.himax.co.id/detail-news/1252/2014/11/Pertumbuhan-Aplikasi-Mobile-Indonesia-Meroket) (Diakses pada 3 Maret 2015)

Armor, Daniel. *Introduction to Internet Business*. 2001. Terarsip di
<http://informit.com/article.aspx?p=165183&seqNum=3> (Diakses pada 3
Maret 2015)

Bartels, Andrew. 2000. *The difference between e-business and e-commerce*. Terarsip
di <http://www.computerworld.com/article/2588708/e-commerce/the->

[difference--between-e-business-and-e-commerce.html](#) (Diakses pada 3 Maret 2015)

Mustiko Aji, Hendy. 2015. *Jakpat: The Solution to The Impediments*. Tersip di <http://hendymustikoaji.Blogspot.co.id/2015/09/solution-to-impediment-data-collection.html> (Diakses pada 30 November 2015)

Oik. 2014. *Pengguna Internet Indonesia Nomor Enam Dunia*. Tersip di <http://tekno.kompas.com/read/2014/11/24/07430087/pengguna.internet.inonesia.nomor.enam.dunia> (Diakses pada 9 April 2015)

Reska. 2014. *Indonesia Pasar Smartphone Terbesar di Asia Tenggara*. Tersip di <http://tekno.kompas.com/read/2014/06/15/1123361/indonesia.pasar.smartphone.terbesar.di.asia.tenggara> (Diakses pada 3 Maret 2015)

Stoole, Christoper. 2000. *E-business – Just What is It?*. Tersip di <http://ebusiness.about.com/industry> (Diakses pada 3 Maret 2015)

Treloar, Andrew. 2000. *A new age e-business model for SME*. Tersip di <http://ausweb.scu.edu.au/aw03/papers/li/paper.html>. (Diakses pada 19 April 2015)

Literatur:

Alter, Steven. 2002. *Information System: Foundation of E-Business*. New Jersey: Prentice Hall

Armstrong, Gary, Kotler, Philip. 2007. *Marketing: an introduction*. 8th edition. Pearson Education

Austin, Erica Weintrub dan Bruce E. Pinkleton. 2006. *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. London: Lawrence Erlbaum Associates

Buttle, Francis A. 2004. *Customer Relationship Management: Concept and Tools*. New York: Elsevier Science Publication

Baltzan, Paige. 2011. *Business Driven Information System*. New York: McGraw Hill

Benjarongkij, Yubol. February 2011. "The Use of CRM in Public Relation Work of Private Sector in Thailand", Proceedings of American Society of Business and Behavioral Sciences Annual Conference: Las Vegas, Vol. 18 No.1 hal. 2

Chen, J. I., & Popovich, K. 2003. "Understanding Customer Relationship Management (CRM): People, Process and Technology". *Business Process Management Journal*

Effendi, Onong. 1998. *Hubungan Masyarakat: Suatu Studi Komunikologis*. Bandung: PT Remaja Rosda Karya

Gregory, Anne. 2010. *Planning and Managing Public Relations Campaigns: A Strategic Approach*. London: Kogan Page

Kalakota, Ravi & Marcia Robinson. 2001. *E-Business 2.0 roadmap for Success*. USA: Addison-Wesley

Kendall, R. 1992. *Public Relations Campaign Strategies: Planning for Implementation*, New York: Harper Collin College Publisher

Kotler, Philip and Kevin L Keller. 2009. *A Framework for Marketing Management*. Fourth Edition. London: Prentice Hall

Lukas, Ade Paul. 2001. *Customer and Partener Relationship Management*. Jakarta: Telematic Research Group

Halahan, Kirk. 2000. "Inactive Publics: The Forgotten Publics in Public Relations". *Public Relations Review*. Vol. 26. Hal. 499-515

Huff, Sid L. 2000. *Cases in Electronic Commerce*. New York. McGraw-Hill

- Mardalis.1990. *Metode Penelitian Suatu Pendekatan Proposal*. Jakarta: Bumi Aksara
- Men, Linjuan Rita and Chun-Ju. Flora Hung. 2009. "Exploring the Value of Organization-Public Relationship in Strategic Management: From A Resource-based View". LEWI Working Paper Series. Hong Kong: Hong Kong Baptist University
- Moleong. 2001. *Metode Penelitian Kualitatif*. Bandung: Remaja Rosda Karya
- Pace, R. W. dan D. F. Faelus. 1994. *Organizational Communication*, Englewood Cliff: NJ: Prentice-Hall
- Payne, Adrian and Pennie Frow. 2005. "A Strategic Framework for Customer Relationship Management". *Journal of Marketing*. Vol.6.Hal. 167-176
- Putra, I Gusti Ngurah. 2008. *Manajemen Humas*. Jakarta: Universitas Terbuka
- Shinkle, D. E. 1994. "PR Measurement is the Answer". Fall. *Public Relations Quarterly*. Hal. 16-17
- Sid L. Huff, dkk. 2000. *Cases in Electronic Commerce*. New York: McGraw-Hill
- Smith, Ronal D. 2005. *Strategic Planning for Public Relations*. Hillsdale. NJ: Lawrence Earlbaum Associatesr
- Stypulkowski, David. 2009. "PR 2.0 - The New PR: A Case Study on The Use of PR by Pirates and Anti Pirates". Master Thesis. Örebro University, 2009, Hal. 18
- Swift, Ronald S. 2000. *Accelerating Customer Relationship Using CRM and Relationship Technologies*. Upper Saddle River, New Jersey: Prentice Hall
- Tunggal,Amin Widjaja. 2008. *Dasar-dasar Customer Relationship Management (CRM)*. Jakarta:Harvindo

Yin, R.K. 2006. Studi Kasus Desain dan Metode. Jakarta: Penerbit Raja Grafindo

Wilcox, D.L., P.H. Ault dan W.K Agee. 1995. *Public Relation: Strategic and Tactics*, New York: Harper Collin College Publishers

Wawancara:

MR Anggit Tut Pinilih. CEO dan *Owner* Jakpat. Tanggal 3 Juni dan 1 Oktober 2015.

Sabrina. *Blogger* Jakpat. Tanggal 3 Oktober 2015.

Tiara. *Corporate Relations* Jakpat. Tanggal 2 Oktober dan 28 Desember 2015.

Fitri. *Panel Manager* Jakpat. Tanggal 2 Oktober 2015.

Faradina Harumi. *Panel Manager* Jakpat (aktif hingga April 2015). Tanggal 16 Maret 2015

Jamil. Pengguna Aplikasi Jakpat (Responden). Tanggal 26 November 2015.