



## COMMUNICATION STRATEGY IMPLEMENTING SCHOOL DEVELOPMENT PROGRAM FOR CORPORATE IMAGE BSD CITY

*Gadis Octory, SIKom, MIKom*

Communication Business, Universitas Sahid, Jakarta

Author Correspondence: gadisoctory@gmail.com

### ABSTRACT

Sinar Mas Land is Indonesia's developer company which is located in BSD City, Banten. The corporate Social Responsibility (CSR) program is one of the activities that shows the concern of the company towards the society and environment, especially related to education by conducting school development. The CSR program is a communication strategy that could accommodate to shape a positive image of the company. Besides, it creates a harmonious relationship with the community. There are three important things to foster a sustainable CSR Program (1) the formation of the same perception in building a creative and independent economy; (2) the formation of the same perception in social-cultural development; and (3) the ability to influence the community to collectively creating an insightful city. Cooperation among stakeholders is required to maintain communication and convey the appropriate message. This study shows that Sinar Mas Land has successfully conducted the program by starting with several stages for the communication strategy as ideas, planning, development, socialization, and management from various approaches to the relevant stakeholder for a sustainable CSR program. The objectives of the CSR program are to strengthen the branding positioning, improve the quality of human resources, improve the company image as well as increase the quality of the environment. The Conclusion of this study is that Sinar Mas Land Tbk has succeeded carry out a communication strategy, as the result of the implementation of a good CSR program. Besides, it provides a positive impact on Sinar Mas Land and society through the schools that participated in the school development program.

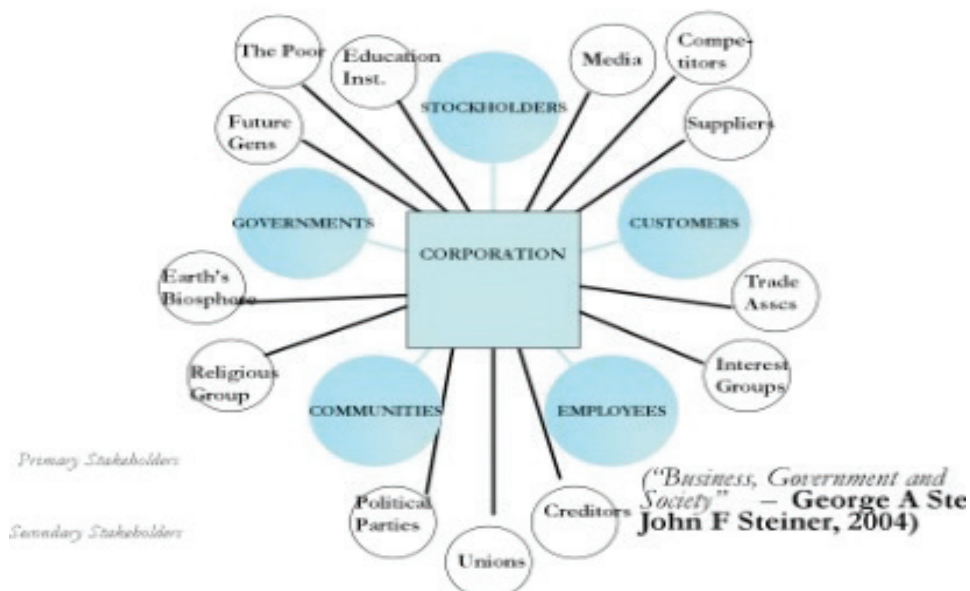
**Keywords:** *Communication strategy, corporate communication, Corporate Social Responsibility*

## INTRODUCTION

Sinar Mas Land is a developer company located in Bumi Serpong Damai City, or BSD City, an area of approximately 5,950 hectares located in the southwest of Jakarta. According to Real Estate Indonesia, BSD City is one of the largest independent cities developed by the private sector in the greater Jakarta area; Jakarta-Bogor-Depok-Tangerang-Bekasi. BSD City is the combination of the integration of housing complexes, industrial and commercial areas.<sup>1</sup> In accordance with the BSD City Master Plan, the development of BSD City includes 3 stages of development, namely Phase I on an area of approximately 1,800 hectares, Phase II on an area of approximately 2,000 hectares, and Phase III on an area of 2,150 hectares. Phase I construction has been completed, BSD is currently building Phase II construction and is planning Phase III construction.

In city development, it is necessary to have good relations with the surrounding community, rather than just the development of physical infrastructure. In order for a city to be sustainable (live sustainably and can be passed on to posterity) there are 3 (three) important things that need to be fostered, namely: (1) the establishment of economic centers; (2) the sociocultural development of the community; and (3) the development that is environmentally sound. In order to maintain a city, these three stages must be well integrated, starting from the idea stage, planning stage, development stage, socialization stage, and management.<sup>2</sup>

These three things can run in a sustainable manner and be inherited ( sustainable ) it requires good cooperation between stakeholders , namely: the company including its employees, both central and regional governments, consumers from the company, and the community in the environment itself. It is as described below:



**Figure 1: Corporation Stakeholders**

Source: <http://www.bsdcity.com>

As one of the leading private business entities, Sinar Mas Land is also obliged to assume its responsibilities, through the Community Development program in order to carry

1 <http://www.bsdcity.com>

2 *Ibid.*

out its role in helping the community of BSD City residents to develop themselves. Social responsibility is not solely responsible for the government itself, but the private sector, especially business entities, is also expected to pay attention to social issues. As stated in Law no. 40 of 2007 concerning limited liability companies that must report their progress in relation to social responsibility and environmental issues; and article 74 of Law no. 40 which states that companies that run their business from natural resources must have responsibility for social and environmental problems.<sup>3</sup>Sinar Mas Land, in carrying out the function of social responsibility to the community with various social problems that exist in the community. Need to be strengthened with a communication approach, among others:<sup>4</sup>

1. Strengthen and streamline social life, both in the economic, socio-cultural, and environmental fields.
2. Corporate social responsibility, both to the environment inside and outside the company. Sinar Mas Land's CSR program that has been implemented in BSD City is based on the framework of implementing CSR in an effort to build the BSD City community so that environmentally friendly city life can run well, namely the School development program.

Therefore, the author is interested to study the implementation of the communication strategy through the CSR program of school development for the development of the BSD City independent city . What's interesting is that the school development program as CSR program always raises issues of the environment such as tree planting, environmental cleanliness, flooding, air freshness, and others. This event involves stakeholders including regulators, mass media, communities, as well as the wider community. Based on the description above, the writer formulates the problem of this research as follows: "How is the communication strategy in undertaking the CSR program for school development for the development of BSD City as an Independent City?" Based on the formulation of the problem above, the research objectives are as follows:

1. To seek the communication strategy for undertaking the CSR Program for school development for the development of BSD City as an Independent City.
2. To analyze the corporate communication approach in terms of technical skills and managerial skills in implementing Sinar Mas Land's Corporate Social Responsibility program.

### **Research Advantages**

The following are the research advantages:

1. Theoretically, the results of this study can contribute to and develop communication science, and can add scientific literature related to corporate communication science through the CSR program of school development.
2. Practically, this research is expected to provide an accurate picture of Strategy Implementation Community Development carried out by Sinar Mas Land, in maintaining the image of a big city, namely BSD City, so that it can make a positive contribution to developers of a settlement in improving the quality of services and marketing as well as maintaining an image in the community. Of course, this will support Sinar Mas Land's marketing mission, which is to profit from the

<sup>3</sup> *Ibid.*

<sup>4</sup> *Ibid.*

products sold because they have a good image.

## LITERATURE REVIEW

### Communication

According to some expert's points of view, including the opinion of Bernard Berelson and Garry A. Stainer in their book, *Human Behavior*, "Communication is the delivery of information, ideas, emotions, skills, and so on by using symbols or words, pictures, numbers, graphics, and others". According to Rosady Ruslan in her book *Public Relations Campaign Tips and Strategies*, "Communication is the interaction between humans which aims to foster understanding between the communicator (message sender) and the communicant (message recipient). Effective communication, namely how the message spreader and the recipient of the message can lead to a common understanding of a message (effect). The effects of communication are changes in:

1. Opinion
2. Personal opinion (Personal opinion)
3. Public opinion (Public Opinion)
4. Majority opinion
5. Attitudes and behavior ( Attitudes and behavior )
6. Views, perceptions, and ideas ( Conception, perception, idea )
7. Trust and image ( Trust and image )

Sinar Mas Land as a communicator tries to convey a message regarding environmental conservation to the people of BSD City as a communicant. They conduct the School Development as their CSR Program through education with multi-community which is expected to have an effect towards wider community awareness in the BSD City development area. The communication strategy applied by Sinar Mas Land specifically manages corporate communication strategies to form a positive opinion from the community which supports achieving a specific goal based on mutual understanding. Communication management functions support to create and maintain mutual communication, understanding, support, and cooperation of an organization or company with its public, as well as get involved in dealing with any challenges.

In implementing CSR using communication to inform, influence, and change knowledge, which has an impact on the attitudes and behavior of the target public (BSD City community), it is obtained through the communication process to construct a good image, good faith, mutual understanding, mutual trust, mutual respect, and tolerance from the various parties.

The role of the communicator in the company can play the function of Public Relations when conducting their tasks as a communicator, mediator, as well as an organizer. The functions of Public Relations are as the following:<sup>5</sup>

1. Support the activity management in the respective targeted organization
2. Fostering a harmonious relationship between the organization and the internal public and external public.
3. Creating two-way communication by disseminating information from the organization to the public and channeling public opinion to the organization.

5 Ruslan, Rosady. 2000. *Tips and Strategies for Public Relations Campaign*, Jakarta: PT. RajaGrafindo Persada, p. 9-10.

4. Serve the public and advise the leadership of the organization in the public interest.
5. Operationalization and organization of Public Relations is how to foster harmonious relations between the organization and its publics, to prevent psychological barriers, both arising from the organization and from the public.

In addition to the above concept, Public Relations also functions to cater relationships between all components of an institution or company in order to provide understanding, motivation, and participation. All of this aims to grow and develop public goodwill and obtain favorable public opinion (a tool to create cooperation based on good relations with the public).<sup>6</sup> Furthermore, Rosady Ruslan said that the main roles of Public Relations are as follows:<sup>7</sup>

1. As a communicator or liaison between the organization or institution represented and the public.
2. Fostering Relationships, which seeks to foster positive and mutually beneficial relationships with the public.
3. The role of back up management, namely as a supporter in the management function of the organization or company.
4. Establishing a corporate image, meaning that the role of Public Relations seeks to create an image for the organization or institution.

Kriyantono put forward a number of points about Duty Public Relations, namely:<sup>8</sup> Establish and maintain mutual communications, understanding, acceptance and cooperation between an organization and its public;

1. Establish and maintain mutual communications, understanding, acceptance and cooperation between an organization and its public;
2. Involves the management of problems and issues;
3. Helps management to keep informed on and responsive to public opinion;
4. Defines and emphasizes the responsibility of management to serve the public interest;
5. Help management to keep abreast of and utilize change;
6. Provide an early warning system to anticipate trends;
7. Uses research and ethical communication techniques as its principal tools;

The communication strategy is carried out with a well-planned and well-prepared process.

### **Corporate Social Responsibility**

The definition of CSR are varies depending on the vision and mission of each corporation related to its needs, desire, wants, and interests of the community.<sup>9</sup> Among other

6 *Op.Cit*, p. 12.

7 Ruslan, Rosady, *Public Relations Campaign Tips and Strategies*, Jakarta: PT. Raja Grafindo Persada, 2000, p. 10.

8 Rumanti, Sr. Maria Assumpta, 2002, *Fundamentals of Public Relations Theory and Practice*, Jakarta, PT. Gramedia Widiasarana, pp. 8.

9 Rahman, Reza. 2009. *Corporate Social Responsibility: Between Theory and Reality*, Jakarta: PT. Media Pressindo, p. 10

things, the definition of CSR:

1. To do action social (including concern to environment life, more from required limits regulation legislation (Chambers in Iriantara, 2004:49)
2. Commitment to act ethically, operate legally, and contribute to the enhancement economy along with the improvement of employees' quality of life, including their families, as well as the local community (Trinidads & Tobacco Bureau of Standards).
3. Commitment to contribute to the development of a sustainable economy, working together with the employee, family, the local community, and wider community to enhance the quality of life (The World Business Council for Sustainable Development).

The essence of CSR is giving back to the community by giving the most positive contribution to them as stakeholders. According to Chambers (2003: 13-14) the above practices do not accommodate the three aspects of the social corporation in 7 Asian countries namely:<sup>10</sup>

1. Community involvement,
2. Production of socially responsible products, and
3. Community Development.

CSR can be implemented through a Community Development program with the following principles:<sup>11</sup>

1. Development; development concepts, goals, and objectives of the program are based on the demand analysis of the community.
2. Involvement; implementation of the program, ensure that the targeted community actively participates in the program.
3. Socialization; all planned programs are socialized through the media with the message proper communication.
4. Caters; the program should meet the demand of the targeted community.
5. The corporate must accommodate the community's needs, desires, interests, and demands.
6. Utilization; utilize the local community resources to conduct the program.
7. Socialization; socialization of the program to the external stakeholders through public relations activity (Susanto, 2004:325)

Rosady Ruslan quoted R. Wayne Pace, Brent D. Peterson and M. Dallas Burnett statements regarding communication strategy goals that could be presented as the following:<sup>12</sup>

1. To secure understanding;
2. To establish acceptance;
3. To motivate action;

### **The goals which the communications sought to achieve**

In order to reach the desired goal, proper planning and guidelines should be set up

<sup>10</sup> *Ibid*, p. 50.

<sup>11</sup> *Ibid*, p. 34

<sup>12</sup> *Ibid*, p. 31.



to minimize any possible mistakes. Delivering the understanding of the plan through communication to all stakeholders is aimed to accelerate the implementation of the program through the capacity building towards the community, community, and institution participation to preserve the development.

Sinar Mas Land's CSR program is one of the ways to create a harmonious relationship between the organization/company with related stakeholders. The expected result is the creation of a positive image, goodwill, mutual respect, mutual understanding, and tolerance between the two parties. In this context, well-planned communication may affect towards the goal to be achieved. The good relationship that is formed will contribute to a positive impact on the company's image.

## **METHODOLOGY**

This study employed a qualitative-descriptive research approach with a single case study. A grounded theory was utilized, namely, a theory developed and based on field data obtained and compared through categories which are then used as a source of theory. The set of the methodology employed could accommodate the study on a contemporary phenomenon namely the Communication Strategy for Undertaking the CSR Program for School Development for the Development of the Independent City of BSD City.

The author conducted research by employing a qualitative research approach. Data were gathered through observations, interviews, document analysis, and visual materials by developing various perspectives and points of view regarding the decision-making and policies on the Communication Program Strategy Sinar Mas Land. The first key Informant of this research is Mrs. Atikah Sunarya as the Division Head of Corporate Communications at Sinar Mas Land who plays a role to create the communication strategy. The second key Informant Mr. Sessario Bayu is the Department Head of CSR. Besides, the rest of the informants in this study are those who are living in the neighborhood of BSD City and involved in the CSR program, who are also relevant candidates to be involved in this research. A focus group discussion was conducted among seven participants from Sekolah Pusat Penggerak which involve the society as a mediator, and CSR partner, as well as the ones who receive the benefit from the program.

Data gathered in this study are divided into two (2) categories as follows:

1. Primary data; primary data is data obtained through a direct source whereby it was observed and recorded. The data were obtained from:
  - In-depth interview: the primary data collection in this research was conducted through in-depth interviews which conducted structured. An in-depth Interview is a data-gathering technique conducted through conversation between the researcher and the informant to achieve appropriate information related to the study and focused on the aimed description, prediction, and systematic explanation regarding the study.
  - Focus Group Discussion; the Focus Group Discussion is a method conducted to get an understanding pertaining to various strategies and problems; starting from macro issues to the ones that are very detailed. The FGD in this study was conducted with seven participants from the school involved in the program. The aim of conducting FGD is to gather comprehensive data within a short period of time whereby the study could seek opinions and points of view

straight from the discussion.

- Observation; Soemitro (as cited in subagyo 2004, 63) defines observation as an intentional, yet systematic, observation regarding a phenomenon related to physical cues that could possibly be recorded. The observation conducted in this study is a direct observation regarding activities conducted by the Corporate Communications Division & Department CSR Sinar Mas Land.

2. Secondary Data; secondary data is the data obtained from secondary sources as books, and documents related to the study. All the data was used to answer the problem of this study regarding the implementation of the school development program. The secondary data of this study were collected from various documentation as follows:

- Official website [www.bsdcity.com](http://www.bsdcity.com)
- A number of print media, online and printed magazines, the internet, and television.
- Internal media.
- Documented files in CSR activities in the Education Sector.

### **Validity technique**

One of the data validity techniques is constructive validity using triangulation. This is one of the validity checks that utilizes as a data comparison (Moleong 2004, 178). The step in data analysis, namely triangulation of data collectors, is where the researcher compares the results of the data obtained from observations with the result of the interviews, as well as data gathered from the Focus Group Discussion. This triangulation process was carried out by the author to compare the data during the data-gathering process until the data were completed to have a comprehensive analysis.

### **Data Analysis Method**

The data analysis methods employed in this study are as follows:

1. Start with data collection and information obtained through in-depth interviews with the key informants and informants.
2. Observation results nor literature research that relate to the research problem
3. Evaluate and withdraw conclusion to give alternative findings towards the research problem

The data analysis process could be distinguished into three different steps, i.e. data analysis before the field research, data analysis while conducting the field research, and data analysis after completing the field research. This study was conducted between January - June 2022 at Sinar Mas Land Plaza, Green Office Park.

## **RESULT AND DISCUSSION**

Communication Strategy is aimed to create a good relationship with the community, especially in implementing CSR programs to achieve the objective of the program under mutual understanding. CSR is not solely a responsibility to fulfill the government requirement, however, it needs collaboration among the stakeholders to identify, find solutions



and implement action plans to overcome the challenges faced. There are four cyclical processes of communication that consists of; (1) Collection Facts, (2) Define the problems, (3) Planning and programs, (4) Action and communication, and (5) Evaluation.

CSR Sinar Mas Land organizes Packaged School Development Program through a healthy, green and innovative program to strive for the quality of human resource development. Through the CSR program, Sinar Mas Land expects to be able to change the perspective of all stakeholders toward the environment and communities, with a healthy lifestyle as well as an innovative environment. Besides raising the awareness of society, especially from the school and general public to more concerned about their environment through the 5R (Ringkas, Rapi, Resik, Rawat, Rajin or Concise, Neat, Clean, Treatment, and Diligent) which is applied through habituation, assistance as well as empowerment that can shape a new culture to empower individuals towards a more friendly community.

Besides, this program is a collaboration with the existing programs with the proper scheme and related to the productivity goals which are environmentally friendly. In order to achieve the desired goals, it is important to involve community participation to achieve a mutual concern and secondly sustainable development to achieve environmentally based productivity that will run continuously.

In the implementation, this program Will have mentoring strategy mentoring and empower the general public through environmentally friendly productivity that give impact to business strategy and society in the respective área. The activity held by Sinar Mas Land with the BSD City community, including Community Development, will undergo the public relations process as the following:

### **1. Fact gathering**

The problem of global warming ( global warming ) has become the most crucial of the world's issue today. That occurs due to the emission of greenhouse gases, especially carbon dioxide into the atmosphere in the long term, which has led to a number of environmental problems, such as the increasing of sea levels, melting of ice at the Earth's two poles, extreme changes in climate patterns and seasonal cycles, the destruction of coral reefs, and climate change. weakening of food security sourced from the sea, as well as other problems.

Every consequence of global warming has successive consequences. For example, the increase of sea levels have caused the loss of a number of small islands from the earth's surface or extreme changes in climate patterns and seasonal cycles have led to hurricanes and floods. The effects of global warming that resulted as in disaster finally forced humans to make various prevention attempts to overcome the situation. At a higher level, these efforts have given rise to human awareness that the most important thing in saving the earth is to instill a sense of love for the environment which is translated into actions to maintain the environment surrounding the residence, such as maintaining parks and urban forests, making biopori wells, tree planting programs, and other efforts.

### **2. Problem Definition**

The definition of the problem for the Community Development CSR program is targeting the problems of the community. Setu District is one of Sinar Mas Land's CSR target areas, through PT. Bumi Serpong Damai, Tbk which is currently one of the pilot projects in the Berhati program (Green, healthy and innovative character). provided through a scheme of coaching, mentoring and empowerment carried out with driving partners. Waste and its

management and land use in this area are still a problem in the community, the reason for making this area one of the pilot projects is because seeing the problems and potentials that exist has a common thread as a solution to problems that exist in the community and opportunities in strategy PT. Bumi Serpong Damai, Tbk business. Sinar Mas Land.

Housing conditions in Setu sub-district are very dense. Housing conditions in Setu sub-district are dominated by elite housing built by several BSD City real estate companies. The condition of the buildings in Setu sub-district is divided into 4 (four) conditions, namely: 1) Permanent Building; 2) Half Permanent; 3) Elite Housing and 4) Village. The environmental conditions in Setu sub-district are still not good, one of which is caused by the Cipeucang TPA and the dense population in Setu sub-district. in the Berhati program (Green, healthy and innovative character), which is provided through a coaching, mentoring and empowerment scheme carried out with driving partners. Waste and its management and land use in this area are still a problem in the community, the reason for making this area one of the pilot projects is because seeing the problems and potentials that exist has a common thread as a solution to problems that exist in the community and opportunities in strategy PT. Bumi Serpong Damai, Tbk business. Sinar Mas Land.

### **3. Planning Program**

Given the importance of the existence of a watershed, PT. Bumi Serpong Damai (BSD) Tbk invites the public to pay attention and care for the environment. This program also invites regional officials such as the Governor of Banten, the Regent of Tangerang, the Mayor of South Tangerang, the Directors of Sinar Mas Land. This activity also involves the participation of citizens of BSD City and its surroundings, communities in BSD City, social institutions/organizations, environmental institutions/organizations, non-governmental organizations (NGOs), health institutions, educational institutions, mass media, and others.

### **4. Action and Communication**

The scheme in the Bina Sekolah CSR Program itself is adjusted to the vision and mission of sustainability in the company and environmentally friendly productivity which is indeed the target of the program in preserving the green environment, environmental productivity which is formed from the Berhati program itself leads to how communal participation is carried out by the community in mutual cooperation. able to manage their environment. The enthusiasm and active participation of the community in the Berhati program have been seen from the activities carried out by CSR Sinar Mas Land and the team partners of the Berhati Bergerak Community, this can be seen when researchers participated in literacy and numeracy strengthening activities for habituation of environmentally friendly behavior carried out in the village of Muncul, The activity has material on how people's attitudes face the phenomena caused by waste and how people make new habits in waste management so that it does not become a problem in their environment which is strengthened by data and facts.

The results of the coaching and strengthening activities provided by CSR PT. Bumi Serpong Damai, Tbk. Sinar Mas Land is shown with attitudes and behaviors that are shown as well as evidenced by the enthusiasm of the community through their participation or the community in managing the environment where the community and schools around the Muncul village form their own Berhatinya team with one of the local heroes who becomes the leader of the team, by creating and managing waste bank and become a farmer in

charge of cultivating school land and community home yards in cultivating organic vegetables through the urban farming method. That the behavior of the community and active participation of the community is shown by their willingness to become farmers who work on the land, in managing or developing it, the community is also enthusiastic to create an independent environmental management scheme by forming a waste bank and utilizing their own yard as part of Berhati's activities.

One of the beneficiaries of the program stated that one of the impacts formed was on the behavior of the community who were more responsible and had more attention on the surrounding plants or their environment, such as using household waste as liquid fertilizer, sorting out waste that could be recycled, and reducing waste. and dispose of waste in the proper place. Some of the efforts and activities carried out by CSR Sinar Mas Land, one of which is the development of local clusters aimed at grouping innovative and creative community centers in the empowerment scheme that is applied to the program. Prior to the activity design as a follow-up, the program implementation team conducted a direct survey or review of the area that would become the target group and then took several figures who were deemed capable of becoming leaders in the movement. The development of local clusters can be passed through interaction between the leaders, and the program implementation team which is realized by discussing and designing activities and efforts that are in accordance with the conditions and capacities of the community in Setu sub-district. The development process that involves the Berhati community driving partner as a companion and facilitator who will direct the community in the development process to be independent and have competencies that are able to direct the community according to the objectives of the Sinar Mas Land CSR Program.

## **5. Evaluation of Communication Strategy in CSR Program**

The communication process always starts with gathering facts and ends with gathering facts. Armed with the facts of the results of the cyclical evaluation, at that time the researcher took measurements of the results of the communication strategy that had been carried out and checked how far the results of the effectiveness of the CSR program implementation for Sinar Mas Land and the residents of BSD City. The approach is to do mass media clipping activities, both print and electronic. The author clips mass media reports about CSR programs that have been held in January-June 2022. In order to clip the news as evaluation material, as correction material for what should not be done, to calculate how much success and the amount of failure must be minimized, and as reference material to do the next activity.

## **CONCLUSION**

Based on the results discussed, the conclusion of this study is that school development runs with a communication approach among the regulators, educators, communities, and principals. In order to develop this development program, the targeted school needs to ensure that it conducted synergy with all parties to enable the success of the program and give a positive impact for both the company and the respective society. During the Covid-19 pandemic, the run of the program somewhat face a limitation due to movement restrictions. However, the use of media technology such as WhatsApp and Zoom Cloud Meeting are so much helping to overcome the challenges faced, so that the discussion and activity plan could be developed. It is with hope that the School Development CSR program could also accommodate the digital communication among students to create awareness in digital literacy which is also supported by the environmentally friendly society .

## REFERENCES

- Kotler, P., & Lee, N. (2005). *Corporate Social Responsibility: Doing The Most Good for Your Company and Your Cause*. Hoboken. New Jersey: John Wiley & Sons, Inc.
- Achmadi, Abu dan Narbuko Cholid. (2013). *Metodologi Penulisan*. Jakarta: Bumi Askara.
- Abdullah Idi, (2011). *Sosiologi Pendidikan Individu, Masyarakat dan Pendidikan*. Jakarta: Rajawali Pers.
- Ardianto, Elvinaro, Machfudz, Didin. (2011). *Efek Kedermawanan Pebisnis Dan CSR*. Jakarta: PT Elex Media Komputindo.
- Cangara, Hafied. 2010. *Pengantar Ilmu Komunikasi*. Jakarta: Rajawali Pers.
- Dumasari, 2014. *Dinamika Pengembangan Masyarakat Partisipatif*.
- Effendy, Onong Uchjana. (2003). *Ilmu, teori dan filsafat komunikasi*.
- Effendy, Onong Uchjana. 2007. *Ilmu Komunikasi Teori dan Praktek*.
- Effendy, Onong Uchjana. 2011. *Ilmu Komunikasi: Teori dan Prakteknya*.
- Hairunnisa. 2015. *Public Relations*. Jakarta: Graha Ilmu.
- Hermawan, Agus. 2012. *Komunikasi Pemasaran*.
- Iriantara, Yosal. 2004. *Community Relations Konsep dan Aplikasinya*.
- Iriantara, Yosal & Usep Syarifudin (2013). *Komunikasi Pendidikan*.
- Kriyantono, Rachmat. 2012. *Teknik Praktis Riset Komunikasi*. #
- Mardikanto, Totok. 2014. *CSR Corporate Social Responsibility Tanggung Jawab Sosial Korporasi*. Bandung: Alfabeta.
- Mulyana, Deddy. 2016. *Ilmu Komunikasi: Suatu Pengantar*. Bandung: Remaja Rosdakarya.
- Moleong, L.J. 2011. *Metodologi Penelitian Kualitatif Edisi Revisi*.
- Morissan, A.M. 2010. *Periklanan Komunikasi Pemasaran Terpadu*. Jakarta: Kencana.
- Moore, H. Frazier. 2004. *Humas (Membangun Citra dengan Komunikasi)*.
- Ruslan, Rosady. 2016. *Manajemen Public Relations dan Media Komunikasi*.