

DAFTAR PUSTAKA

Buku

- Broom, G. M. (2013). *Cutlip and Center's Effective Public Relations: International Edition (11 ed.)*. Harlow, England: Pearson Education Limited.
- Cutlip, Scott M., Allen H. Center dan Glen M. Broom. (2006). *Effective Public Relations*. Jakarta: Kencana Prenada Media Group.
- Miller, K., & Barbour, J. (2014). *Organizational communication: Approaches and Processes*. Cengage Learning.
- Rani, D. S. (2011). *Business Communication and Soft Skills Laboratory Manual*. Pearson Education India.
- Smith, R. D. (2017). *Strategic planning for public relations. Routledge 5th Edition*. New York: Routledge.

Jurnal

- Adinda, Aulia Febriani (2021) Kegiatan Account Executive di Grab Essentials! Seo Indonesia (Digital Marketing Agency). Undergraduate Thesis, Universitas Pembangunan Jaya.
- Dwityas, N. A., Fadli, K., Aprilia, F., & Briandana, R. (2021). Peran dan Aktivitas Komunikasi Divisi Account Executive pada Digital Agency. *Commed: Jurnal Komunikasi Dan Media*, 5(2), 188-202.
- Febe Christiani, V. (2019). *Aktivitas Kerja Account Executive di Bridestory* (Doctoral dissertation, Universitas Multimedia Nusantara).
- Hermawan, Luki. (2008). Proses Kerja Account Executive dalam Menangani Iklan Televisi Chitato Versi Live Is Never Flat di PT. Dinamika Identa Pratama. *Repository Universitas Esa Unggul*.
- Julieta, C. (2022). *Aktivitas Account Executive Intern di Bailey Chapel Indonesia* (Doctoral dissertation, Universitas Multimedia Nusantara).
- Mizanie, D., & Irwansyah, I. (2019). Pemanfaatan Media Sosial Sebagai Strategi Kehumasan Digital di Era Revolusi Industri 4.0. *Jurnal Komunikasi*, 13(2), 149-164.
- Oktapiani, M. R. (2020). Laporan Praktik Kerja Lapangan Pada Bagian Account Executive di Orlange Digital Marketing & Advertising Agency (PT. Kharisma Jingga Kreasi).
- Tampubolon, A., & Agustiningsih, G. (2019). Peran Account Executive di Era Digital dalam Proses Perencanaan Iklan. *Jurnal Komunikasi Dan Bisnis*, 7(2).
- Trulin, D. N. (2021). *Aktivitas Account Executive di Hakuodo Lotus selama Masa Pandemi* (Doctoral dissertation, Universitas Multimedia Nusantara).

Utami, A. D. (2022). *Laporan Tugas Akhir Pengelolaan Daily Content Pada Media Sosial LinkAja Syariah Oleh Account Executive Orlange Digital Agensi Tahun 2022* (Doctoral dissertation, Politeknik Negeri Media Kreatif Jakarta).

Website

Detik.Com. (2022, 14 Desember). *Account Executive Adalah: Tugas, Skills, Dan Jenjang Karirnya*. Retrieved September 12, 2022 from <https://www.detik.com/bali/berita/d-6460491/account-executive-adalah-tugas-skills-dan-jenjang-kariernya>

Wijaya, Jessica. (2022, Oktober 26). *6 Skill Penting yang Harus Dimiliki Account Executive*. Retrieved September 15, 2022 from <https://www.hashmicro.com/id/blog/account-executive-adalah/>

Betterteam.com. (2022). *Account Executive Job Description*. Retrieved September 18, 2022 from <https://www.betterteam.com/account-executive-job-description>

Kenton, Will. (2022). *What Is an Account Executive? Responsibilities, Required Skills*. Retrieved September 18, 2022 from <https://www.investopedia.com/terms/a/account-executive.asp>

Adieb, Maulana. (2021, Oktober 15). *Dikenal Serba Bisa, Ini Tanggung Jawab dan Skill Penting Content Specialist*. Retrieved September 20, 2022 from <https://glints.com/id/lowongan/content-specialist/>