

DAFTAR PUSTAKA

Buku

- Brown, D., & Fiorella, S. (2013). *Influence Marketing: how to create, manage and measure brand influencer in social media marketing*. Indianapolis, Genggam. Wacana Jurnal Ilmiah Komunikasi. Hadi, I. P. (2013). "KOMUNIKASI MASSA". V. Penerbit Qiara Media
- Hariyanti, N. T., & Wirapraja, A. (2018). *Pengaruh Influencer Marketing sebagai Strategi Pemasaran Digital Era Modern (Sebuah Studi Literatur)*.
- Irwandy, D., & Rachmawaty, D. (2018). *Penerapan Elaboration Likelihood Theory dalam Mempengaruhi Konsumen Pada Pemilihan Produk Telepon*

Jurnal

- Faridah, (2012). *Aktivitas Community Relations Organisasi Kesehatan Kota Yogyakarta Dalam Sosialisasi Pelayanan Yogyakarta Emergency Service (YES118) di Kecamatan Jetis Tahun 2009*.
- Firda, Janati. (2022). *Birukan Langit Indonesia 2022 Jadi Konser yang Dukung UMKM dan Peduli Lingkungan*
<https://www.kompas.com/hype/read/2022/08/26/213937166/birukan-langit-indonesia-2022-jadi-konser-yang-dukung-umkm-dan-peduli?page=all>
- Khairina, F. (2021). *Ingin Tingkatkan Kepercayaan Publik? Yuk, Coba Adakan PR Campaign!*
<https://glints.com/id/lowongan/kampanye-campaign-public-relations/#.Y9bPDHQBzIU>
- Khoerunnisa, Rissa. (2018). *Aktivitas Kampanye Public Relations dalam Mensosialisasikan Internet Sehat dan Aman*. *Jurnal Ilmu Hubungan Masyarakat*. Volume 3, Nomor 4, 2018, 79-96
- Liputan6.com. (2022). *Dukung UMKM Naik Kelas, PNM dan KDM Gelar Pelatihan Community Leaders Makassar* <https://www.liputan6.com/bisnis/read/5138152/dukung-umkm-naik-kelas-pnm-dan-kdm-gelar-pelatihan-community-leaders-makassar>

Monika, Perangin. (2022). Asik, KVIBES Bakal Adain FESTIVIBES Seru Buat Komunitas K-Pop!. <https://cewekbanget.grid.id/read/063375350/asik-kvibes-bakal-adain-festivibes-seru-buat-komunitas-k-pop?page=all>

Nathanael, Matthew (2022). Aktivitas Media Monitoring Prime Comm Public Relation. Internship thesis, Universitas Multimedia Nusantara

Oktavia, R. (2022). Key Opinion Leader (KOL): Definisi dan Contohnya <https://qontak.com/blog/key-opinion-leader/>

Website

Adieb, Maulana. (2021). Memahami Lebih Dalam Karier Community Relations serta Skill yang Harus Dimiliki <https://glints.com/id/lowongan/community-relations/#.Y9bJsXZBzIU>

Afifatu, Rohimah (2018). Strategi Komunikasi Pemasaran Dalam Upaya Penguatan Produk Lokal Umkm Untuk Menembus Pasar Internasional. Jurnal Komunikasi Vol. 8 No.1.

Adminidpr, (2021). Community Relations. <https://indonesiapr.id/community-relations/>

Adinda, Nawangwulan (2022). Tips Menentukan KOL Agar Lebih Engage dengan Audiens <https://kelas.work/blogs/tips-menentukan-kol-agar-lebih-engage-dengan-audiens>

Ananda, (2022). KOL: Pengertian, Jenis, Manfaat, dan Perbedaannya dengan Influencer <https://www.gramedia.com/literasi/kol-adalah/#:~:text=Key%20Opinion%20Leader%20alias%20KOL,pendapatnya%20akan%20diden%20garkan%20oleh%20masyarakat.>

Any, Noor. (2009). Management Event. Bandung: Alfabeta. Bhuono. (2005). Strategi Jitu Memilih Metode Statistik Penelitian dengan SPSS. Yogyakarta.

Ade, Hapsari. (2022). PNM Berdayakan 13 Juta Nasabah Perempuan Prasejahtera di Triwulan III. <https://www.medcom.id/ekonomi/bisnis/gNQjmZVb-pnm-berdayakan-13-juta-nasabah-perempuan-prasejahtera-di-triwulan-iii>

Broom, G., & Sha, B.,L. (2013) Cutlip and Center's Effective Public Relations 11th Ed. Edinburg Gate: Pearson Education Limited.

Cutlip, Scott M dkk. (2018). Effective Public Relations Edisi Kesembilan. Jakarta: Kencana Prenada Media Group.

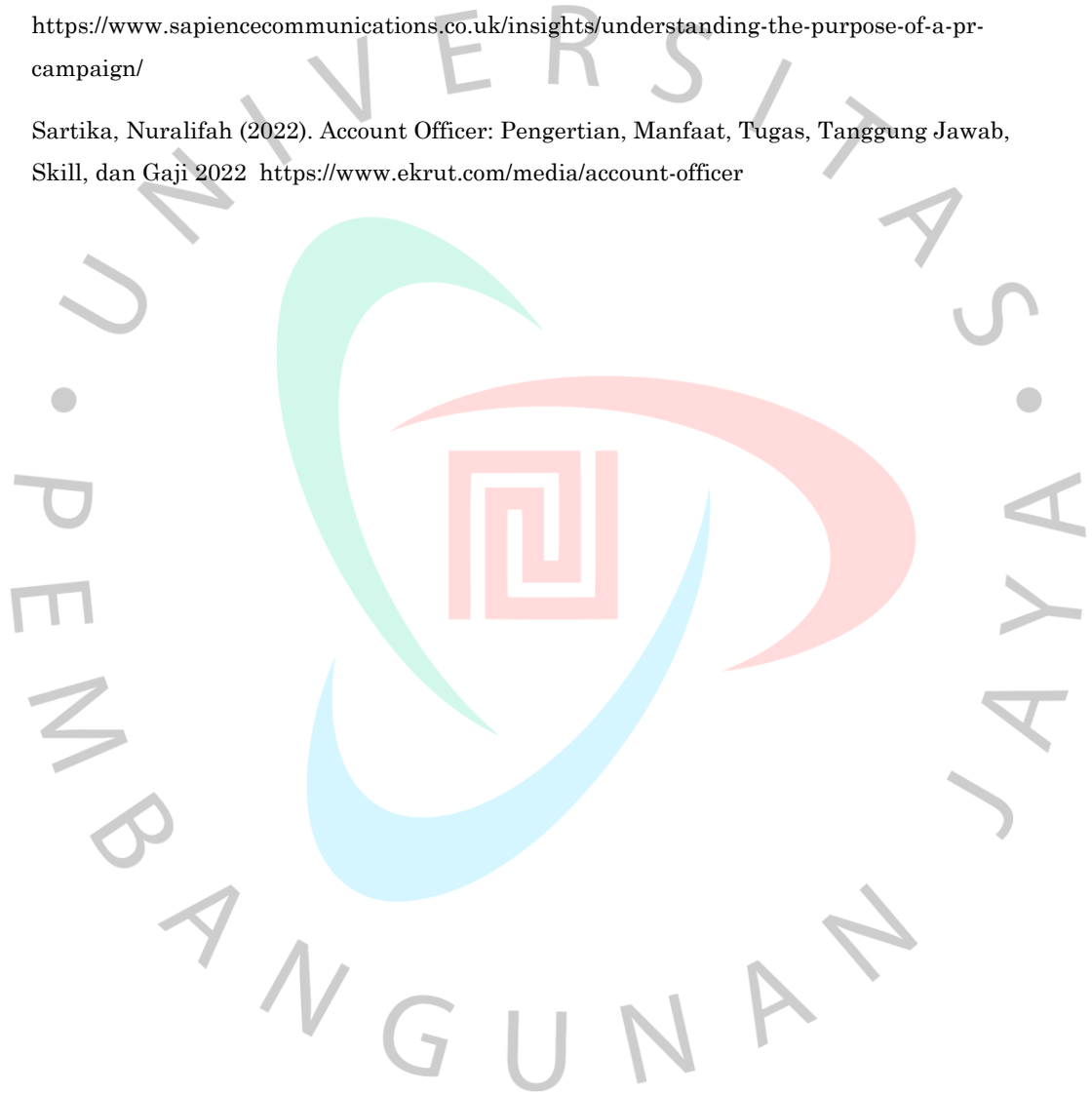
David, Monte. (2022). Apa Pengertian Community Officer? Ini Arti & Tugasnya <https://artikelsiana.com/apa-pengertian-community-officer-ini-arti-tugasnya/>

Feriawan, Hidayat. (2022). Catat! Ini Cara Memilih Influencer dan Key Opinion Leader yang Tepat <https://www.beritasatu.com/lifestyle/901155/catat-ini-cara-memilih-influencer-dan-key-opinion-leader-yang-tepat/?view=all>

Rodsevich, Matias. (2022). What is a PR Campaign? {And Famous Examples} <https://prlab.co/blog/what-is-a-pr-campaign-and-famous-examples/>

Sapience, (2022). Understanding The Purpose Of A PR Campaign. <https://www.sapiencecommunications.co.uk/insights/understanding-the-purpose-of-a-pr-campaign/>

Sartika, Nuralifah (2022). Account Officer: Pengertian, Manfaat, Tugas, Tanggung Jawab, Skill, dan Gaji 2022 <https://www.ekrut.com/media/account-officer>



DAFTAR RIWAYAT HIDUP

Kioko Vibie Azira

Tangerang Selatan 15414 | <https://www.linkedin.com/in/kioko-vibie-azira> | (+62)89688329731 | kiokoazz@gmail.com

SUMMARY

An undergraduate communication science student at the Universitas Pembangunan Jaya with several committee experiences. I have an interest and experience in public relations. Furthermore, I am majorly passionate about content planning and content writing. I'm open to a new experience and eager to learn new things to improve my skills at all the opportunities I have to develop skills and grow professionally.

EXPERIENCES

Careereers Virtual Job Fair

Social Media Manager

(February 2022 - May 2022)

- Creating and producing content, participate in visual design strategies, and video editing
- Manage instagram ads and analyze the data results
- Monitor, moderate and respond to audience comments, manage social media partnerships with other media or brands

Badan Meteorologi, Klimatologi, dan Geofisika (Meteorology, Climatology, and Geophysical Agency)

Public Relations & Media Partnership

(January 2022 - March 2022)

- Monitor the media, including newspapers, magazines, social media sites and blogs
- Manage and update information and engage with users on Twitter
- Assit in holding press conference and recording the amount of journalist coverage

PT. Palapa Keramik Granit

Customer Services

(May 2019 - August 2019)

- Serving calls from consumers and calling clients to get feedback routinely
- Creating sales results data

PT Wharna Indomedia

Marketing Assistant

(December 2017 - April 2018)

- Organize event needs, of ce les, and make company proposals
- Contact vendors and conduct event venue research
- Hold meetings and presentations in front of clients

EDUCATION

University of Pembangunan Jaya

Undergraduate Communication Science Student

3.48

PROJECTS

Kemah Budaya Kaum Muda 2021

(June 2021 - August 2021)

SKILLS

Content Writing, Content Planning and Research, Creative and Critical Thinking, Microsoft Office Word, PowerPoint, Excel), Canva.