



# KPID DIY campaign strategy 2021 for socializing the prevention of violations of Covid-19 broadcast content

Eldy Fariz Mustaqim<sup>1\*</sup>, Firly Annisa<sup>2</sup>

<sup>1</sup>Communication Science, University of Muhammadiyah Yogyakarta, 55183, Indonesia

<sup>2</sup>Communication Science, University of Muhammadiyah Yogyakarta, 55183, Indonesia

Email: [firlyannisa@umy.ac.id](mailto:firlyannisa@umy.ac.id)<sup>1</sup>, [farizmustaqim.fm36@gmail.com](mailto:farizmustaqim.fm36@gmail.com)<sup>2</sup>

## ABSTRACT

### Keywords

Broadcasting Media  
Campaign Social Marketing  
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This essay investigates the KPID Yogyakarta advertising strategy for promoting prevention of broadcast programming in the years 2021. The audience stakeholder mapping theory is employed in this research to examine how media messages are incorporated into social marketing campaign ideas, particularly for public sector organizations. This study will describe how KPID DIY handles broadcasting-related prevention and oversight, covering radio and television transmissions. This essay will make use of the planning, programming, communicating, and assessing principles found in public relations and campaign management theory. This study examines the Chairman of KPID DIY, the Coordinator for Broadcast Content Supervision, and the Management and Structure of Broadcast Content Systems using qualitative and in-depth interviews. September to December 2021 saw the start of this study. The findings demonstrate that KPID DIY has overseen and guided broadcasting organizations, promoted media literacy, worked with government agencies, responded to public concerns in accordance with the law, and conducted an overall assessment.

## 1. Introduction

The global outbreak of the Covid-19 pandemic commenced in late 2019. During the Covid-19 pandemic, the mainstream media played a significant role as a communication tool employed by the government to disseminate information pertaining to the virus (Felsenstein & Hedrich, 2020). The utilization of mass media plays a crucial role in facilitating the process of mass communication (Khair & Adhani, 2021). Mass communication is a complex procedure wherein individuals who engage in communication transmit messages through the utilization of media as an intermediary, with the intention of disseminating these messages extensively and consistently (McQuail, 2004). The ultimate objective of this process is to generate significance that is anticipated to exert influence over extensive and diversified audiences, employing a variety of methods (Roudhonah, 2019). Mass communication refers to the extensive distribution of communications to the general public, a process that can only be accomplished through the utilization of media or broadcasting institutions. Due to its inherent capacity to transcend spatial and temporal limitations, mass media possesses a distinct edge in accessing regions that are beyond the reach of other forms of media (Atashi, 2018). It was deemed appropriate to provide information regarding Covid-19 to the general public, given that mass media channels are accessible to individuals across various societal strata (Sari et al., 2023).

The proliferation of commercial broadcasting institutions has led to a heightened level of competition among these entities (Budi HH, 2013). Competition among broadcasting institutions manifests in the realm of broadcast content programs, encompassing both factual and non-factual programming (Bloom, 2020). Factual programming refers to broadcast programs that primarily focus on presenting non-fictional information and facts. Factual programming encompasses news and/or

information that are specifically designed to serve the public interest. In contrast, nonfactual programming refer to broadcast shows that primarily feature fictional content, encompassing artistic and cultural expressions, as well as drawing upon individual or collective experiences, engineering, and imagination (Latief, 2020). The birth of Broadcasting Law No.32 of 2002 created an institution to regulate broadcasting in Indonesia. These broadcasting institutions are the Central Indonesian Broadcasting Commission (KPIP) which is in the national capital and the Regional Indonesian Broadcasting Commission (KPID) which is in the provincial capital of each region (Hidayat & Faqih, 2018).

The KPID DIY, functioning as a regulatory body in the field of broadcasting, have the authority to oversee the dissemination of information through television and radio platforms to the general public. The KPI/KPID DIY is vested with the authority to oversee and establish regulations within the broadcasting industry (Agusti & Anggoro, 2021). It is widely recognized that individuals engage with broadcast media on a daily basis. Amidst the COVID-19 epidemic, individuals are confronted with a pervasive presence of misinformation, sometimes referred to as hoax news (Putra & Ochirov, 2020). This misinformation has the potential to induce anxiety within public sentiment or provide advise pertaining to COVID-19 among the general populace. By collaborating with broadcasting institutions, the KPI/KPID ensures the accuracy and verification of information provided by these institutions. This is due to the presence of relevant licenses and regulations, including regional broadcasting regulations (PERDA), Broadcasting Behavior Guidelines, Broadcast Program Standards (P3SPS), and the Broadcasting Law (Rinawiyanti & Kusumo, 2023).

Similar research has been carried out by several authors with the results of KPID Kaltim using Preventive Supervision, in the form of writing letters to broadcasting institutions regarding broadcast content that violates, providing p3sps education to these broadcasting institutions, and inviting the public to carry out supervision. Process monitoring, forming monitoring staff and creating a public complaint service via social media. Repressive supervision, in the form of warnings and mediation and inviting third parties to the broadcasting institution (Prasetyo, 2017). Additional investigation was conducted by Adrian and Yuliati in this study, whereby they examined the communication approach employed by the West Java KPID. This involved the organization of seminars, focus group discussions, utilization of the social media platform Instagram, and the collection of community aspirations (Permana & Yuliati, 2023). In this study, Nopri, Suyanto, and Belli have conducted an investigation, asserting that the media literacy initiatives undertaken by KPID Riau employ a managerial approach encompassing four key components: Planning, Organizing, Implementing, and Supervising (Noprinaldi, 2021).

This study aims to investigate the effectiveness of the KPID DIY campaign strategy in promoting awareness and adherence to Covid-19 broadcast content regulations in Yogyakarta during the 21st era. This research is anticipated to provide as valuable information for the KPID Institution in formulating communication strategies aimed at preventing breaches perpetrated by broadcasting institutions in Yogyakarta. To optimize its role and functionality, it is imperative to establish an effective broadcasting program system that can disseminate accurate and relevant information to the general audience.

## 2. Method

This study focuses on examining the DIY KPID campaign strategy and its effectiveness in promoting awareness and compliance with Covid-19 broadcast content regulations in Yogyakarta throughout the period of September to December 2021. In this study, the researchers employed a combination of in-depth interviews, documentation analysis, and literature review as data gathering methods. The individuals who will be subjected to interviews in this study include the Chairman of KPID DIY, the Coordinator for Broadcast Content Supervision, and the Coordinator for Management and Structure of Broadcast Content Systems (Sabri & Adiprabowo, 2023). In this study, the employed methodologies for data analysis encompass the following techniques: 1) The process of data collecting involved conducting interviews, reviewing paperwork, and conducting a literature analysis. 2) Data reduction refers to the process of summarizing and selecting pertinent information, with a focus on identifying key elements and discerning patterns and themes. 3) The presentation of data in this context involves the utilization of narrative material and the organization of preexisting

data through sorting techniques. 4) Drawing conclusions is the process of comparing, connecting, and selecting evidence in order to address the topic at hand and provide solutions to current issues, resulting in legitimate and reliable findings. (Salim, 2006).

### 3. Result and Discussion

On this part researchers will explain research findings and data analysis regarding the KPID DIY campaign strategy in socializing the prevention of violations of Covid-19 broadcast content in Yogyakarta in the 2021 period. The KPID DIY campaign strategy will be explained through media messages in the KPID DIY social marketing campaign concept, Stakeholder Mapping Audience, KPID DIY Public Relations Management Campaign to minimize violations of Covid-19 broadcast content by using the concepts of Planning, Programming, Communication and Evaluating.

#### 3.1 The Present Study Aims to Analyze the Media Messages Employed In the KPID DIY Social Marketing Campaign Concept.

The objective of the public relations campaign is to strategically reduce the prominence of Covid-19 broadcasts disseminated by the KPID. The primary objective of the campaign is to disseminate information and facilitate educational opportunities for the general population in relation to the Covid-19 pandemic. Pfau and Parrot (1993) define a campaign as a deliberate, incremental, and ongoing procedure that is executed over a specific duration with the objective of exerting influence on a designated target audience (Liliwari, 2011). According to the findings of an interview conducted with the Broadcast Content Coordinator, it was revealed that KPID DIY, an autonomous regulatory body in the broadcasting sector, is unable to possess any form of media due to its supervisory role. In order to address this challenge, the organization engages in partnerships with local television broadcasting institutions and Radio Republik Indonesia (RRI) to establish regular monthly programs, such as chat shows, that focus on the dissemination of information regarding Covid-19. These programs are developed in collaboration with various segments of society. When targeting a youthful demographic, KPID employs a specific approach by utilizing media messaging through the dissemination of WhatsApp broadcast messages. The platforms Facebook and Instagram. In its capacity as a broadcasting regulator, KPID DIY is obligated to emphasize and ensure that broadcasting institutions adhere to appropriate contextualization when disseminating Covid-19 campaign messaging. Specifically, when the intended audience comprises children, it is imperative that the broadcast content be tailored to fit their age-appropriate viewership.

The campaign message is conveyed using Public Service Advertisement content presented in the Javanese language, aiming to enhance the comprehension and expeditious assimilation of the message within the DIY community. Broadcast content encompasses a wide range of topics, including up-to-date information regarding Covid-19, the implementation of social distancing measures, advocacy for vaccination, and governmental laws pertaining to the ongoing pandemic. This ensures that individuals remain well-informed and do not experience any information gaps. KPID DIY engages in proactive efforts to promote media literacy among educational institutions, professional organizations, and local communities. In addition to broadcasting institutions and the general public, KPID DIY also engaged with government entities, including the Regent, Heads of Departments, and Provincial and Regency Regional Governments. The objective of this initiative is to impart knowledge pertaining to the characteristics of high-quality broadcasts and the types of content that contribute to the proliferation of hoaxes. In addition, the KPID DIY serves as an intermediary between governmental entities and broadcasting institutions. Broadcasting institutions often express their dissatisfaction with the lack of content, whereas agencies typically own content but lack the necessary media platforms. Consequently, it falls within the purview of the KPID to serve as an intermediary, facilitating collaboration between these two entities. Government public relations is a distinct area within the field of public relations that focuses on the strategic management of relationships to foster positive interactions and facilitate the achievement of public policy objectives. Its primary aim is to cultivate understanding, trust, cooperation, and support from both internal and external stakeholders (Lukitowati, 2023).

According to the chairman of the Indonesian Broadcasting Commission for the Special Region of Yogyakarta, as revealed in an interview, a significant proliferation of misinformation, particularly in new media platforms, occurred inside society during the pandemic. The concept of KPID DIY

encompasses the role of broadcasting institutions in disseminating accurate information and rectifying misinformation within the realm of new media. In order to prevent individuals from being inundated with misinformation that lacks clarity regarding its veracity. While new media presents intriguing information and offers more accessibility compared to traditional mediums such as television and radio. There is no denying the fact that broadcasting institutions possess evident legal frameworks, evident through their compliance with broadcasting legislation such as P3PS and the Broadcasting Law, as well as the presence of regulatory oversight. The information provided by the broadcasting institution is both transparent and substantiated. KPID DIY has implemented a proactive campaign advocating for the widespread adoption of vaccines. In Yogyakarta, there exists a lack of universal acceptance of the immunization policy among the populace. In order to proactively address this matter, the KPID DIY, in its capacity as the overseeing body of broadcasting institutions and a collaborator in several KPID initiatives, leverages broadcasting institutions to disseminate public health messages pertaining to vaccines. These messages encompass information regarding the advantages, procedural stages, and eligibility criteria for vaccine administration.

### 3.2 Mapping Stakeholder Audiens

KPID DIY is actively engaging with multiple stakeholders, including the regent, regional government, government agencies, and the community, in order to establish and foster connections aimed at reducing the dissemination of Covid-19-related content in Yogyakarta. The involvement of stakeholders plays a crucial role in the effective management of an institution. The stakeholders associated with KPID DIY possess the potential to exert a favorable influence on the institution, particularly in the context of long-term strategic planning. The process of stakeholder mapping involves the establishment of specific criteria by organizations to identify and prioritize significant stakeholders. This step also entails the selection of appropriate engagement channels, which will be mutually agreed upon at a later stage (Wulandari, 2020).

The initial action taken by KPID DIY in implementing stakeholder mapping involved launching a media literacy campaign aimed at educating the general public on the importance of discerning and responding judiciously to broadcast content that fails to adhere to established regulations. This aligns with the findings of previous studies conducted through in-depth interviews, wherein this approach is tailored to the preferences of stakeholders and serves as the focal point of the activity design developed by KPID DIY, thereby ensuring positive reception from both community and institutional stakeholders. Stakeholder mapping is widely recognized as a crucial step in effectively addressing and comprehending the challenges associated with the Covid-19 phenomena throughout society. When implementing media literacy, KPID DIY employs a deliberate selection process to determine the internal stakeholders who will initially engage with the community or society, based on the intended target audience. When engaging with the Hindu community, KPID DIY will include the participation of internal KPID members who identify as Hindu, in accordance with the intended target audience. One approach to formulating a strategic plan involves the implementation of a stakeholder mapping process, with the aim of enhancing public comprehension.

The second phase is engaging government agencies to create connections and ascertain the significance of the stakeholders involved. One individual is engaging in collaboration with the Ministry of Religion's DIY initiative by formally requesting information pertaining to certified speakers representing various religious affiliations. This practice is implemented due to the presence of religious broadcast programs and religious counseling programs within broadcasting institutions. KPID DIY provided guidelines to broadcasters about the production of religious broadcasts, emphasizing the importance of selecting speakers who would not promote extremism or disseminate false information, particularly in the context of the Covid-19 pandemic. This approach represents an application of stakeholder mapping aimed at enhancing the reputation and supporting the role of KPID DIY as a supervisor of broadcasting institutions, with the objective of delivering high-quality programming to the general audience. The stakeholder mapping that was constructed additionally facilitates the collaborative and deliberative process, thereby enabling the identification of a suitable set of recommendations for qualified religious preachers.

### 3.3 KPID DIY PR Management Campaign to reduce Covid-19 broadcast content breaches through Planning, Programming, Communication, and Evaluation.

The subsequent discourse outlines the campaign strategy employed by KPID DIY, incorporating the fundamental principles of planning, programming, communicating, and evaluating:

Table 1. The KPID DIY engages in the activities of concept planning, programming, communicating, and evaluating

Planning&Programming	Communicating	Evaluating
The KPID promotes the production and dissemination of Public Service Advertisements pertaining to the Covid-19 pandemic in the Javanese language, urging broadcasters to engage in this endeavor. The KPID organization offers comprehensive training programs that encompass both social and technical aspects, with a specific focus on Javanese culture and practices.	The KPID organized a prestigious awards ceremony showcasing a collection of exceptional Public Service Advertisements, recognized for their excellence and impact.	By conducting regular monthly or quarterly assessments, as well as yearly evaluations.
The KPID organization formulates an annual strategic plan.	The KPID organization in Yogyakarta collaborates with many community elements in their respective fields to produce a monthly program on local radio and television.	In order to address the issue of frequent violations by broadcasting institutions, it is imperative to establish a framework that encompasses both punishment and guidance. These measures are essential for ensuring compliance and upholding the integrity of the broadcasting industry.
The objective of this initiative is to offer media literacy to the community through the establishment of a workshop forum.	KPID DIY offers monthly advise by presenting the most recent advancements in Covid-19 and government laws, aiming to ensure that the general public remains well-informed and to mitigate the spread of misinformation.	By conducting regular monthly or quarterly assessments, as well as annual evaluations
The KPID organization utilizes monitoring outcomes to oversee the quality and integrity of broadcast programming.	The initial step involved in the process was to verify the information, followed by the organization of a plenary session.	In order to address the issue of recurrent violations by broadcasting institutions, it is imperative to establish appropriate consequences and offer comprehensive guidance.

The preceding chart elucidates that KPID DIY employed a range of measures encompassing planning, programming, communication, and evaluation in order to mitigate the adverse societal effects of broadcast content. According to the findings of an interview conducted with KPID DIY, it was asserted that all broadcasting establishments in Yogyakarta are required to transmit a minimum of 10% local content for private television and 60% for radio. The initiative was undertaken by KPID

DIY, employing the principles of planning and programming, with the aim of optimizing broadcasting organizations to produce and disseminate Public Service Advertisements (PSAs) in the Javanese language. The objective was to serve the local community residing in the Special Region of Yogyakarta (DIY) during the period of the pandemic. The primary purpose of Javanese language usage is to facilitate effective communication with the senior population residing in Yogyakarta. The KPID DIY organization also collaborates with the Culture Service to provide social and technical guidance training in the Javanese language.

KPID DIY, as a state entity responsible for the regulation of broadcasting, formulates a comprehensive year plan on a yearly basis. In response to the Covid-19 pandemic, this institution was compelled to adapt its existing plans. The subsequent strategic action undertaken by KPID DIY involved the implementation of a workshop forum aimed at fostering media literacy within the local community. Prior to presenting facts and seeking guidance in overseeing broadcasting establishments. The general populace is initially provided with education pertaining to discerning high-quality broadcast content and is advised against promptly embracing information that lacks clarity in terms of its veracity. The KPID DIY initiative employs monitoring tools and leverages the obtained monitoring findings to oversee the broadcast material.

The Indonesian Broadcasting Commission for the Special Region of Yogyakarta (KPID DIY) has organized an awards ceremony that recognizes outstanding achievements in broadcasting during the Covid-19 pandemic. This event specifically highlights the most notable and exemplary nominations in the field of ILM. The purpose of this statement is to express gratitude for broadcasting institutions who have demonstrated enthusiasm and a good response to the call made by KPID DIY. One of the recurring initiatives devised by the KPID entails the establishment of a monthly show on local Yogyakarta radio and television platforms, in collaboration with various societal stakeholders, aligned with their respective areas of expertise. KPID DIY offers monthly assistance by presenting the most recent advancements in the context of Covid-19, as well as by keeping the public informed about government policies.

This approach aims to ensure that individuals stay well-informed and are able to discern accurate information, thus reducing the spread of misinformation. In its capacity as a broadcasting regulator, KPID DIY may exercise discretion in accepting public complaints and imposing punishment on broadcasting organizations in cases of violations. The process of verification is conducted by KPID as a preliminary step, followed by the convening of a plenary session. In cases where a violation pertains to another agency, it is imperative to engage the relevant entity. In the event of a breach pertaining solely to broadcasting regulations, such as those outlined in the Broadcasting Law, Broadcasting Code of Conduct, and Broadcast Program Standards (P3SPS), the matter will be addressed through internal resolution processes by KPID.

The evaluation process implemented by the KPID DIY involves completing monthly (quarterly) assessments as well as annual evaluations. One of the evaluations pertains to broadcasting institutions that exhibit a broadcast percentage of local material below 10%. One of the challenges faced by broadcasting organizations is the inability to broadcast local content. KPID DIY also issues sanctions or warnings to broadcasting institutions in cases where their broadcast content fails to adhere to the provisions set forth in the Broadcasting Law and P3SPS. In addition to this, the method of evaluation employed include offering counsel to broadcasting institutions that have demonstrated a pattern of noncompliance. The alignment between the strategy employed by KPID DIY and the researchers' objectives is observed. This aligns with the sequential phases of public relations practice, which encompass the initial stages of planning and programming. These stages involve the systematic formulation of problems and the establishment of specific objectives. The process of executing a plan and selecting the approach to be employed. The process of assessing and determining the extent to which operations are progressing as intended and effectively attaining desired objectives (Trihastuti, 2021).

#### 4 Conclusion

Based on the findings of the analysis and extensive discourse surrounding the KPID DIY campaign strategy aimed at promoting awareness and adherence to Covid-19 broadcast content regulations in Yogyakarta, it can be inferred that KPID DIY effectively fulfilled its role in

formulating policies and overseeing broadcast content within broadcasting institutions during the Covid-19 pandemic. The implementation of a policy aimed at disseminating Public Service Advertisements pertaining to the Covid-19 pandemic through the medium of Javanese language. Engage in community awareness efforts by developing a comprehensive campaign aimed at mitigating the transmission of the Covid-19 virus using local television and radio platforms. Develop a comprehensive media literacy initiative targeting both the general populace and the academic community. The KPID DIY also emphasized and communicated to broadcasting institutions the importance of adhering to the P3SPS guidelines and the Broadcasting Law when delivering content that is not just current but also verifiable.

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