

DAFTAR PUSTAKA

- Airey, D. (2010). *Logo design love: A guide to creating iconic brand identities*. New Riders.
- Analisis Penerapan Corporate Social Responsibility Dalam Upaya Pengembangan Masyarakat (Studi Kasus Program Kemitraan Bank Jateng Pada SPT Bubakan) | Kurniawan | Jurnal Ilmu Administrasi Bisnis*. (n.d.). Retrieved June 24, 2025, from <https://ejournal3.undip.ac.id/index.php/jiab/article/view/8189>
- Carroll, A. B., & Shabana, K. M. (2010). The Business Case for Corporate Social Responsibility: A Review of Concepts, Research and Practice. *International Journal of Management Reviews*, 12(1), 85–105. <https://doi.org/10.1111/j.1468-2370.2009.00275.x>
- Dabner, D., Stewart, S., ra, V., & Abbie. (2023). *Graphic Design School*.
- Elkington, J. (1997). *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*.
- Grunig, J. E., & Hunt, T. (1984). *Managing Public Relations*. Harcourt Brace Javanovich College Publisher.
- Iba, Z., & Wardhana, A. (2023). *Metode Penelitian*. Eureka Media Aksara.
- Kholis, A. (2020). *Corporate Social Responsibility: Konsep dan Implementasi*. Economic & Business Publishing.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15 [edition]). Pearson.
- Kotler, P., & Lee, N. R. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause* (Online-Ausg). Wiley.
- Landa, R. (2018). *Graphic Design Solutions, 6th Edition*. Cengage Learning.
- Lidwell, W., Holden, K., & Butler, J. (2003). *Universal principles of design*. Rockport.
- Magdalena, C. M.-. (2021). EFEKTIVITAS PROGRAM CSR BANK JATENG DALAM KEBIJAKAN REHABILITASI RUMAH TIDAK LAYAK HUNI (RTLH) DI KOTA SURAKARTA. *Jurnal Administrasi Publik*, 12(1). <https://doi.org/10.31506/jap.v12i1.9542>

- Nopriyanto, A. (2024). ANALISIS PENGARUH CORPORATE SOCIAL RESPONSIBILITY (CSR) TERHADAP NILAI PERUSAHAAN. *Komitmen: Jurnal Ilmiah Manajemen*, 5(2), 1–12. <https://doi.org/10.15575/jim.v5i2.37655>
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change* (1st ed). Springer New York.
- Porter, M. E., & Kramer, M. R. (2011). *Creating Shared Value*.
- Ramadhi, D. A. (2023). *Akun Youtube sebagai Objek Jaminan dalam Perjanjian Pembiayaan (Studi pada Akun Youtube Dosendeso)*.
- Sultoni, M. H. (2020). *CORPORATE SOCIAL RESPONSIBILITY (Kajian Korelasi Program CSR terhadap Citra Perusahaan)*. Duta Media Publishing.
- Syarief, F., & Alkaff, N. B. (2020). *Program CSR PT BANK RAKYAT INDONESIA, TBK Dalam Memperbaiki Kualitas Lingkungan Hidup Indonesia. 1*.