

DAFTAR PUSTAKA

- (2020, April 6). Djarum Foundation Bersama Ika Undip Beri Bantuan APD Coverall. *Suarabaru.id*. <https://suarabaru.id/2020/04/06/djarum-foundation-bersama-ika-undip-beri-bantuan-apd-coverall>
- (2022, November 16). Legenda Masyarakat Makassar dan Dewi Sri 'Hadir' di Acara B20. *CNN Indonesia*. <https://www.cnnindonesia.com/hiburan/20221116152134-241-874618/legenda-masyarakat-makassar-dan-dewi-sri-hadir-di-acara-b20>.
- (2023. Februari 10). Art Jakarta Gardens, The Second Edition: Sajian Seni di Ruang Terbuka. *CNN Indonesia*.
<https://www.cnnindonesia.com/hiburan/20230210163558-246-911596/art-jakarta-gardens-the-second-edition-sajian-seni-di-ruang-terbuka>.
- Alfarizi & Hidayat. (2022, November 8). Blibli Klaim Jadi Unicorn Terbesar Kedua yang IPO Sepanjang 2022 di Asia Pasifik. *Tempo.co*.
<https://bisnis.tempo.co/read/1654530/blibli-klaim-jadi-unicorn-terbesar-kedua-yang-ipo-sepanjang-2022-di-asia-pasifik>
- Alvarado-Herrera, A., Bigne, E., Aldas-Manzano, J., & Curras-Perez, R. (2017). A Scale for Measuring Consumer Perceptions of Corporate Social Responsibility Following the Sustainable Development Paradigm. *Journal of Business Ethics*, 140(2), 243–262. <https://doi.org/10.1007/s10551-015-2654-9>
- Anwar M.C. (2020, Maret 25). Ramai-ramai Crazy Rich RI Bantu Pemerintah Perangi COVID-19. *CNBC Indonesia*.
<https://www.cnbcindonesia.com/market/20200325080749-17-147388/ramai-ramai-crazy-rich-ri-bantu-pemerintah-perangi-covid-19>
- Aprilia Z. (2023, Januari, 26). Simak! Ini Penyebab Laba BCA Naik 29% Jadi Rp 40 T di 2022. *CNBC Indonesia*.
<https://www.cnbcindonesia.com/market/20230126165201-17-408537/simak-ini-penyebab-laba-bca-naik-29-jadi-rp-40-t-di-2022>
- [Arlı et al. \(2018\)](#). Hypocrisy, skepticism, and reputation: the mediating role of corporate social responsibility. *Emerald*. <https://doi.org/10.1108/MIP-10-2018-0434>
- Atmoko. (2020, April 6). IKA Undip-Djarum Foundation bantu APD atasi corona. *Antaraneews.com*. <https://www.antaraneews.com/berita/1407098/ika-undip-djarum-foundation-bantu-apd-atasi-corona>
- Aqueveque C., Rodrigo P., Duran I. J. (2017). Be bad but (still) look good: Can controversial industries enhance corporate reputation through CSR initiatives?. *Wiley Business Ethics*. <https://doi.org/10.1111/beer.12183>

- Bierhoff, H.-W. (1989). Person Perception and Attribution. In *Person Perception and Attribution*. Springer Berlin Heidelberg. <https://doi.org/10.1007/978-3-642-74130-2>
- Bramasta. (2020). “Corporate Social Responsibility (CSR) Untuk Pengelolaan Citra dan Reputasi Perusahaan Rokok di Indonesia”.
- Budiastuti & Bandur. 2018. *Validitas dan Reliabilitas Penelitian*. Mitra Wacana Media
- Cahyoputra. (2023, Maret 19). Djarum Sumbangsih Sosial Beri Pelayanan Medis Masyarakat di PPDU Jombang. *INVESTOR.ID*.
<https://investor.id/business/324955/djarum-sumbangsih-sosial-beri-pelayanan-medis-masyarakat-di-ppdu-jombang>
- Claes H. de Vreese & Peter Neijens (2016) Measuring Media Exposure in a Changing Communications Environment, *Communication Methods and Measures*, 10:2-3, 69-80, DOI: 10.1080/19312458.2016.1150441
- Coombs, Holladay. 2012. *Managing Corporate Social Responsibility*. Chichester: Wiley
- Djarum Foundation. (2022). Bakti Pada Negeri. Retrieved October 13, 2022, from <https://www.djarumfoundation.org/>
- Djarum. (2022). Semangat Kemajuan. Retrieved October 13, 2022, from <https://www.djarum.com/home#sec-1>
- Djarum Beasiswa Plus. (2023). Bakti Pada Negeri. Retrieved March 8, 2023, from https://djarumbeasiswaplus.org/tentang_kami/persyaratan-untuk-menjadi-penerima-program-djarum-beasiswa-plus
- Dwi C. (2023, Januari 6). Saham Bank Raksasa Grup Djarum Menuju Rp 8.000! Serok?. *CNBC Indonesia*.
<https://www.cnbcindonesia.com/research/20230106091823-128-403345/saham-bank-raksasa-grup-djarum-menuju-rp-8000-serok>
- Edgerly, S., Vraga, E. K., Bode, L., Thorson, K., & Thorson, E. (2018). New Media, New Relationship to Participation? A Closer Look at Youth News Repertoires and Political Participation. *Journalism and Mass Communication Quarterly*, 95(1), 192–212. <https://doi.org/10.1177/1077699017706928>
- Fakhruddin M. (2022, Juli 6). Bakti Lingkungan Djarum Targetkan Penghijauan di Kawasan Candi Hingga 2025. *ReJogja*.
<https://rejogja.republika.co.id/berita/relytk327/bakti-lingkungan-djarum-targetkan-penghijauan-di-kawasan-candi-hingga-2025>
- Fombrun et al. (2018). “The Building Blocks of Corporate Reputation: Definitions, Antecedents, Consequence”. *The Oxford Handbook of Corporate Reputation*
- Humas Undip. (2021, September 7). BEM Fisip Undip Menginisiasi Acara Mangrove For Future. *Universitas Diponegoro*. <https://www.undip.ac.id/post/21025/bem-fisip-undip-menginisiasi-acara-mangrove-for-future.html>
- Hur, W. M., Kim, H., & Woo, J. (2014). How CSR Leads to Corporate Brand Equity: Mediating Mechanisms of Corporate Brand Credibility and Reputation. *Journal of Business Ethics*, 125(1), 75–86. <https://doi.org/10.1007/s10551-013-1910-0>

- Kuncahyo & Wicaksono. (2023, Maret 19). Djarum Foundation mulai melirik pengembangan sepak bola putri. *AntaraNews*.
<https://www.antaranews.com/berita/3448569/djarum-foundation-mulai-melirik-pengembangan-sepak-bola-putri>
- Gill. (2018). “The Influence of Media Platforms on Sport Reputation: An Australian Football League Case Study”. *Journal of Sports Media*. 13(1). 123-151
- Gil de Zúñiga, H., & Diehl, T. (2019). News finds me perception and democracy: Effects on political knowledge, political interest, and voting. *New Media and Society*, 21(6), 1253–1271. <https://doi.org/10.1177/1461444818817548>
- Grenisia O., & Rianto, S. (2019, September 10). Generasi Ketiga dan Gurita Bisnis Grup Djarum. *Bisnis.Com*.
<https://infografik.bisnis.com/read/20190910/547/1146589/generasi-ketiga-dan-gurita-bisnis-grup-djarum>
- Hardianingsih, Natalia. (2021, April 29). Data Mengejutkan tentang Perokok di Indonesia, Sungguh Mengkhawatirkan. *JPNN.Com*.
<https://www.jpnn.com/news/data-mengejutkan-tentang-perokok-di-indonesia-sungguh-mengkhawatirkan>
- Hidayah A. (2022, November 8). Blibli Melantai, Hartono Bersaudara Cuan Rp 17,76 T. *CNBC Indonesia*. <https://www.cnbcindonesia.com/market/20221107160958-17-385771/blibli-melantai-hartono-bersaudara-cuan-rp-1776-t>
- Hindranto, Sahay, Manurung. (2020). “PENGARUH BUDAYA, PERSEPSI, DAN KEPERCAYAAN TERHADAP KEPUTUSAN PEMBELIAN OBAT TRADISIONAL DI UKM PASAR KAHAYAN PALANGKA RAYA”. *Jurnal Ekonomi Pembangunan*,
- Hovenier. (2019). “The Moderating Impact of Media Coverage on the Relation Between Scandals and Company Reputation”.
- Humas Undip. (2021, September 7). BEM Fisip Undip Menginisiasi Acara Mangrove For Future. *Universitas Diponegoro*. <https://www.undip.ac.id/post/21025/bem-fisip-undip-menginisiasi-acara-mangrove-for-future.html>
- Issetiabudi D.E. (2018, Februari 12). Rudiantara: Djarum Ikut Investasi ke Gojek. *Bisnis Tekno*. <https://teknologi.bisnis.com/read/20180212/105/737772/rudiantara-djarum-ikut-investasi-ke-gojek>
- Jannah, R. M. (2021, January 21). Anak Usaha Djarum Tersandung Hukum di Amerika Halaman all. *Kompasiana.Com*.
<https://www.kompasiana.com/rita98250/60098c1f8ede48132b226912/anak-usaha-djarum-tersandung-hukum-di-amerika?page=all#sectionall>
- Javed, Husain, Rashid, Ali. (2019). “The effects of corporate social responsibility on corporate reputation and firm financial performance: Moderation role of responsible leadership”.

- Jinhee Lee & Moonhee Cho. (2019). "The Effects of Consumers' Media Exposure, Attention, and Credibility on Pro-environmental Behaviors". *Journal of Promotion Management*
- Kelley, H. H., & Michela, J. L. (1980). *ATTRIBUTION THEORY AND RESEARCH*. www.annualreviews.org
- Liu, Horsley, & Yang. (2012). "Overcoming Negative Media Coverage: Does Government Communication Matter?". *Journal of Public Administration Research and Theory*
- Littlejohn, S., & Foss, K. A. (2009). *COMMUNICATION THEORY ENCYCLOPEDIA OF COMMUNICATION THEORY*. SAGE Publications Inc.
- Maden et al. (2012). "Linking corporate social responsibility to corporate reputation: a study on understanding behavioral consequences". *Procedia - Social and Behavioral Sciences*
- Maulida, Uljanatunnisa, Vinta. (2021). "Pengaruh Pemberitaan Tuduhan Eksploitasi Anak Terhadap Citra PT Djarum Indonesia". Ilmu Komunikasi. Universitas Pembangunan Nasional Veteran Jakarta. *Ejournal UPNVJ*, 4(2)
- Mulyana, R. N. (2022, August 24). E-commerce Grup Djarum, Blibli, Sabet 3 Penghargaan di Kuartal Ketiga 2022. *Kontan*. <https://industri.kontan.co.id/news/e-commerce-grup-djarum-blibli-sabet-3-penghargaan-di-kuartal-ketiga-2022>
- Morsing, Scultz, Nielsen. (2008). "The 'Catch 22' of communicating CSR: Findings from a Danish study". *Journal of Marketing Communications*. 14(2). 97-111
- Montgomery, Peck, Vining. 2012. *Introduction to Linear Regression Analysis Fifth Edition*. Hoboken: John Wiley & Sons, Inc
- Mustika, Anggraeni. (2019). "PENGARUH TERPAAN MEDIA TERHADAP REPUTASI LEMBAGA PEMERINTAH". *Journal of Creative Communication*. 4(1)
- Nasution A.D. (2019, September 12). Hapus Merek, PB Djarum Ubah Nama Audisi Bulu Tangkis. *Katadata.co.id*. <https://katadata.co.id/ameidyonasution/berita/5e9a4e6e7f511/hapus-merek-pb-djarum-ubah-nama-audisi-bulu-tangkis>
- Neuman, W. L. (2014). *Social research methods: qualitative and quantitative approaches*.
- Pallant, Julie. 2011. *SPSS Survival Manual*. Allen & Unwin
- Petrik. (2022, March 2). Raja Rokok RI: Cerita Pabrik Djarum yang Jarang Orang Tahu! *Cnbcindonesia.Com*. <https://www.cnbcindonesia.com/entrepreneur/20220301155823-25-319283/raja-rokok-ri-cerita-pabrik-djarum-yang-jarang-orang-tahu>
- Pramana, P.D., Utari, P., & Naini A.M.I. (2020). "Melihat citra perusahaan melalui big data: Polemik beasiswa perusahaan rokok". *Jurnal Studi Komunikasi*, 4(3).

- Pratika. (2019). ” PROGRAM CORPORATE SOCIAL RESPONSIBILITY(CSR) PT DJARUM BAKTI LINGKUNGAN DALAM UPAYA MEMBANGUN CITRA PERUSAHAAN (Studi Kasus Penanaman Trembesi di Kota Demak)”.
- Primadhyta S. (2022, April 11). Tiket.com dan Blibli Dikabarkan Bakal IPO usai Merger. *CNN Indonesia*.
<https://www.cnnindonesia.com/ekonomi/20220411070700-92-782987/tiketcom-dan-blibli-dikabarkan-bakal-ipo-usai-merger>.
- Putri A. S. (2023, Maret 27). SMK NU Banat Kudus Pukau Runaway MUFFEST+ 2023 Lewat Koleksi Busana Terinspirasi Tradisi Padusan. *FIMELA*.
<https://www.fimela.com/fashion/read/5231955/smk-nu-banat-kudus-pukau-runaway-muffest-2023-lewat-koleksi-busana-terinspirasi-tradisi-padusan>
- Purnomo, Rachmat Aldy. 2016. *Analisis Statistik Ekonomi dan Bisnis Dengan SPSS*. CV. Wade Group.
- Raditya I.N. (2019, September 9). Sejarah PB Djarum dan Perbedaannya dengan Pabrik Rokok. *Tirto.id*. <https://tirto.id/sejarah-pb-djarum-dan-perbedaannya-dengan-pabrik-rokok-ehKA>
- Ramadhan & Kurnianto. (2022, Agustus 31). Djarum Foundation Tanam 5.000 Mangrove di Denpasar, Bali. *KumparanSAINS*.
<https://kumparan.com/kumparansains/djarum-foundation-tanam-5-000-mangrove-di-denpasar-bali-1ylgDilabdM/full>
- redaksi. (2020, January 16). *Rokok dan Beras Jadi Penyumbang Kemiskinan Terbesar*. Nawacita. <https://nawacita.co/index.php/2020/01/16/rokok-dan-beras-jadi-penyumbang-kemiskinan-terbesar/>
- Sahertian & Kurnianto. (2022, Oktober 14). Blibli, Tiket.com, Ranch Market, Bersatu Jadi Blibli Tiket. *Kumparan Tech*. <https://kumparan.com/kumparantech/blibli-tiket-com-ranch-market-bersatu-jadi-blibli-tiket-1z34stlphpt/full>
- Saumi & Saputra. (2023, Februari 9). Gurita Bisnis Grup Djarum, Menyiapkan Pewaris Tahta Keempat. *Bisnis Plus*. <https://plus.bisnis.com/read/gurita-bisnis-grup-djarum-menyiapkan-pewaris-tahta-keempat>
- Sannusi & Arandas. (2019). “Reliance, Media Exposure and Credibility”. *International Conference on Media and Communication*
- Schwaiger, M. (2004). *COMPONENTS AND PARAMETERS OF CORPORATE REPUTATION-AN EMPIRICAL STUDY***. <http://www.efoplan.de>.
- Sekaran, U. (2003). *A Skill-Building Approach Fourth Edition RESEARCH METHODS FOR BUSINESS*. <http://www.wiley.com/college>
- Siahaya & Smits. (2020). “Sport CSR as a hidden marketing strategy? A study of Djarum, an Indonesian Tobacco Company”. Department of Communication. Atma Jaya Catholic University of Indonesia. *Routledge Taylor & Francis Group*

- Silvana, H., & Susanti, I. (2016). *Prosiding SNaPP2016 Sosial, Ekonomi, dan Humaniora BEASISWA UNTUK MAHASISWA SEBAGAI PROGRAM CORPORATE SOCIAL RESPONSIBILITY (CSR) PT DJARUM TBK.*
- Sjovall, A. M., & Talk, A. C. (2004). *From Actions to Impressions: Cognitive Attribution Theory and the Formation of Corporate Reputation.*
- Svensson, H. M., Albaek Arjen Van Dalen, E., & de Vreese, C. (2017). Good News in Bad News: How Negativity Enhances Economic Efficacy. In *International Journal of Communication* (Vol. 11). <http://ijoc.org>.
- Syahrum & Salim. (2014). *METODOLOGI PENELITIAN KUANTITATIF*. Citapusaka Media.
- Ullah, Z., Ahmad, N., Nazim, Z., & Ramzan, M. (2020). *IMPACT OF CSR ON CORPORATE REPUTATION, CUSTOMER LOYALTY AND ORGANIZATIONAL PERFORMANCE* (Vol. 5, Issue 2).
- Vierebl, Koch. (2022). “The paradoxical effects of communicating CSR activities: Why CSR communication has both positive and negative effects on the perception of a company’s social responsibility”.
- Wareza M. (2021, Juli 30). Cuan! Laba Perusahaan Milik Orang Terkaya RI Tembus Rp 15 T. *CNBC Indonesia*. <https://www.cnbcindonesia.com/market/20210730095928-17-264808/cuan-laba-perusahaan-milik-orang-terkaya-ri-tembus-rp-15-t>