

REFERENCES

- Ahamsan, R. M. (2015). *Effects strategic of Public Relations on Organization Performance: A case study of Kenya Red Cross Society*. Retrieved from: <http://www.ijsrp.org/research-paper-1015/ijsrp-p4672.pdf>
- Alwasilah, C. A. (2006). *Pokoknya Kualitatif: Dasar-dasar Merancang dan Melakukan Penelitian Kualitatif*. Jakarta: PT Dunia Pustaka Jaya.
- Ardianto, E. (2014). *Handbook of Public relations: Pengantar Komprehensif*. Bandung: Simbiosa Rekatama Media.
- Astuti, P. (2009). *Communication Strategy to attract the visitor interest of regional library board of DIY Province*.
- Babboe, E. & Mouton, J. (2001). *The Practice of Social Research*. Cape Town: Oxford
- Bungin, B. (2007). *Metode Penelitian Kualitatif*. Jakarta: PT. Raja Grafindo Persada
- Bustam, A. (2013). *Perbandingan antara Corporate Social Responsibility dan Creating Shared Value dalam Meningkatkan Reputasi Perusahaan*. Jurnal Ilmiah Universitas Bakrie, 2(1), 304-331.
- Black, K. (2010). "Business Statistics: Contemporary Decision Making" 6th edition, John Wiley & Sons.
- Bockstette, V. and Stamp, M. (2013). *Creating Shared Value: A how-to Guide for the New Corporate (R)evolution*.
- Butterick, K. (2014). *Pengantar Public Relations: Teori dan Praktik*. Jakarta: Rajawali Pres.
- Clinton E. Lambert, PhD, RN, CS, FAAN. (2012). *Pacific Rim International Journal of Nursing Research*
- Company-Community Partnerships for Health in Indonesia - CCPHI. (2013). *Nestlé Healthy Kids: Mewujudkan Anak Indonesia yang Lebih Sehat*. Retrieved from: http://www.ccphi.org/ccphidoc/study_idn/CS-NestleINA-Bahasa.pdf.
- CSR Indonesia. (2014). *Demi Air, Nestlé Aplikasikan CSV*. Retrieved from: <http://csrindonesia.com/demi-air-Nestlé-aplikasikan-csv/>.
- Delaey, S. (2016). *From CSR to CSV, a new perspective*. Retrieved from: <http://csrpulse.com/from-csr-to-csv-a-new-perspective/>.

Dwiputra, N. A. (2013). *The Implementation of Creating Shared Value (CSV) as a Reference for CSR Development Based on Social Entrepreneurship (Case Study at PT Nestlé Indonesia)*. Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya, 1(2), 435-462.

Emzir. (2014). *Metodologi Penelitian Kualitatif: Analisis Data*. Jakarta: Rajawali Pers.

Ginting, F. dan Hasanah, R. (2015). *Strategi Public relations dalam Mengkomunikasikan Kegiatan Corporate Social Responsibility PT Kereta Api Indonesia di Bidang Kesenian (Studi Kasus Marching Band Locomotive Bandung)*. Journal e-Proceeding of Management, 2(1), 928- 933.

Kriyantono, R. (2012). *Public relations Writing: Teknik Produksi Media Public relations dan Publisitas Korporat*. Jakarta: Kencana

Kurniatun, M. (2009). *Public Relations Strategy in order to build Brand Image as ideal shelter in prosperous family hotel and apartement in Yogyakarta*.

Mardikanto, T. (2014). *CSR Corporate Social Responsibility (Tanggungjawab Sosial Korporasi)*. Bandung: Alfabeta.

Marston. J. (1963). *The Nature of Public Relations*. McGraw-Hill.

Mukarom, Z. and Laksana, W. (2015). *Manajemen Pelayanan Publik*. Bandung: CV Pustaka Setia.

Mukarom, Z. and Laksana, W. (2015). *Manajemen Public Relation (Panduan Efektif Pengelolaan Hubungan Masyarakat)*. Bandung: CV Pustaka Setia.

Nestlé Indonesia. (2016). *Structure Organization Picture, Company Profile and Logo*. Retrieved from: Internal Data.

----- (2013). *Laporan Creating Shared Value 2013*. Jakarta: Forest Stewards Council (FSC).

----- (2011). *Laporan Creating Shared Value 2011*. Jakarta: Forest Steward Council (FSC).

Nova, F. (2011). *CRISIS Public relations: Strategi PR Menghadapi Krisis, Mengelola Isu, Membangun Citra, dan Reputasi Perusahaan*. Jakarta: Rajawali Pers.

Porter, M. E. and Kramer, M. R. (2011). *The Big Idea: Creating Shared Value*. *Harvard Business Review*, 89(1/2), 62–77. Retrieved from: <http://hbr.org/2011/01/the-big-idea-creating-shared-value>.

----- (2006). *Strategy and Society: The Link between Competitive Advantage and Corporate Social Responsibility*. *Harvard Business Review*, 84(12), 78-92. Retrieved from: <https://sharedvalue.org/resources/strategy-society-link->

between-competitive-advantage-and- corporate-social-responsibility.

Ramadhann, Syahedian. W. (2013). *Implementasi Creating Shared Value pada PT Nestlé Indonesia*.

Ritchie, J., Lewis, J., Nicholls, C. M., & Ormston, R. (Eds.). (2013). *Qualitative research practice: A guide for social science students and researchers*. Sage.

Ruslan, R. (2016). *Manajemen Public relations dan Media Komunikasi Konsepsi dan Aplikasi (Edisi Revisi)*. Jakarta: Rajawali Pers.

----- (2006). *Metode Penelitian: Public relations & Komunikasi*. Jakarta: PT Raja Grafindo Persada.

Robert, K. Yin. (1984). *Case study research: Design Methods*. California: Sage Publication.

Salim. (2011). *Metode Penelitian Studi Kasus*. Retrieved from: <https://atibilombok.blogspot.com/2014/06/makalah-metode-penelitian-studi-kasus.html>.

Saunders, M., Lewis, P. & Thornhill, A. (2012) "Research Methods for Business Students" 6th edition, Pearson Education Limited p.288.

Sugiyono. (2015). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.

Tata, H. L. (2011). *Creating Shared Value (CSV): konsep baru dalam dunia usaha*. Retrieved from: <http://www.worldagroforestry.org/downloads/Publications/PDFS/MA11350.pdf>.

Terzić, D. (2015). *The Role of Public Relations Strategy in creating corporate image of B&H Construction Companies*. Retrieved from: <http://www.quality.unze.ba/zbornici/QUALITY%202015/013-Q15-077.pdf>

Umar, H. (2013). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. Jakarta: Rajawali Pers.

Vickie A. Lambert, DNSc, RN, FAAN. (2012). *Pacific Rim International Journal of Nursing Research*.

Winston B. (2016). *The roles of Public Relations*. Retrieved from: <http://www.tanocomms.co.ke/2016/06/27/roles-of-pr/>.

Yvonna, S. L & Egon, G. Guba. (1985). *Naturalistic Inquiry*. Sage pp. 316 – 318.

Other Reference:

University of Twente. Retrieved from: <https://www.utwente.nl/en/>