

DAFTAR PUSTAKA

- Alwi, Fungsi Sofia. *Strategi Pencarian Berita dalam Majalah Suara Muhammadiyah*, Skripsi. (Yogyakarta : KPI UIN Sunan Kalijaga). 2008
- Anwar, Rosihan. *Bahasa Jurnalistik Indonesia dan Komposisi*. (Yogyakarta: Media Abadi). 2004
- AS Hornby. *Oxford Advanced Learner's Dictionary*. (UK : Oxford University Press). 2000
- A Usmara. *Strategi Baru Manajemen Pemasaran*. (Yogyakarta : Asmara Books)
- Berger, Arthur Aga. *Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches*, (London: Suge Publication, inc). 2003
- Bittner, Jhon R. *Mass Communication : An Introduction*. (USA: Preotice-Hall). 1986
- Bungis, Burhan. *Penelitian Kualitatif*. (Jakarta : Kencana Prenada Media Group) . 2007
- Dominick, Joseph R . *The Dynamics Of Mass Comunication : Media In The Digital Age*. (New York : McGraw-Hill). 2005
- Fakih, Aunur Rohim. *Dasar-dasar Jurnalistik*. (Yogyakarta : LPPAI UII). 2004
- Fitriah, Antik. *Strategi Radio PTDI dalam Persaingan Antar Radio di Purworejo*, Skripsi. (Yogyakarta : Ilmu Komunikasi APMD). 2005
- Hunger, J. David & Thomas L. Wheelen. *Manajemen Strategis*. (Yogyakarta: Andi). 2003
- Idrus, Muhammad. *Metode Penelitian Ilmu-ilmu social*. (Yogyakarta : UII Perss). 2007
- Mintzberg, Hendry and James Brian Quin. *The Strategy Process: Concept, Contest, Cases*. (New Jersey : Prentice-Hall). 1991
- Moeliono, Anton M., dkk. *Kamus Besar Bahasa Indonesia*. (Jakarta: Balai Pustaka). 1991

