

## Bibliography

- Alwasilah, A Chaedar. 2002. *Pokoknya Kualitatif: Dasar-dasar Merancang dan Melakukan Penelitian Kualitatif*. Jakarta: Pustaka Jaya.
- Bartono and Ruffino. 2007. *Hotel Communication Management*. Yogyakarta: Andi.
- Basrowo and Suwandi. 2008. *Memahami Penelitian Kualitatif*. Jakarta: Rineka Cipta.
- Budi, Permana A. 2013. *Manajemen Marketing Perhotelan*. Yogyakarta: Andi.
- Boyd, Harper W. 2000. *Manajemen pemasaran, Second Edition*. Jakarta: Erlangga.
- Hasan, Ali. 2013. *Marketing Dan Kasus-Kasus Pilihan*. Yogyakarta: Caps.
- Hotel Menurut Para Ahli. 2015. Retrieved from:  
[<http://infodanpengertian.blogspot.co.id/2015/11/pengertian-hotel-menurut-para-ahli.html#>]
- Kotler, Philip and Kevin Lane Keller. 2009. *Manajemen Pemasaran*. Jilid 1. 13 Edition. Translated by: Bob Sabran. Jakarta: Erlangga.
- Kotler, Philip Armstrong. 2004. *Dasar-dasar Pemasaran, Ninth Edition*. Jakarta: PT. Indeks.
- Makplus. 2015. *Deinisi Pengertian Brosur*. Retrieved from: [<http://www.definisi-pengertian.com/2015/07/definisi-pengertian-brosur.html>]
- Ringold, J Debra and Barton. 2014. Journal: E-Journal,[online], (available: [https://www.researchgate.net/publication/240296368\\_The\\_American\\_Marketing\\_Association\\_Definition\\_of\\_Marketing\\_Moving\\_from\\_Lagging\\_to\\_Leading\\_Indicator](https://www.researchgate.net/publication/240296368_The_American_Marketing_Association_Definition_of_Marketing_Moving_from_Lagging_to_Leading_Indicator))
- Susanto, Bob. 2016. Journal: E-Journal,[online], (available: <http://www.spengetahuan.com/2016/11/pengertian-brosur-fungsi-brosur-dan-ciri-cirinya-lengkap.html>)
- Soebagia. 2016. Journal: E-Journal,[online], (available: <https://soebagia.wordpress.com/2016/10/23/definisi-dari-sales-and-marketing-department-lengkap/>)
- The Role of Social Media in Promotions. 2017. Retrieved from:  
[<https://www.promoveritas.com/role-social-media-promotions/>]

Virtual Hotel Institute. 2018. Retrieved from:  
[<http://st306529.sitekno.com/article/69783/sales--marketing-department.html>]

Yoeti, A Oka. 1996. *Pemasaran Pariwisata Terpadu, First Edition*. Bandung: Angkasa.

Yoeti, A Oka. 2013. *Hotel Public Relation*. Jakarta: PT. Perca.