

# **AUDIO-POST COMPANY COMMUNICATION STRATEGY IN JAKARTA ON MAINTAINING CLIENT LOYALTY IN TELEVISION ADVERTISING**

Lontar: Jurnal Ilmu Komunikasi, 2023

Vol. 11 (1), 2023

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DOI: 10.30656/lontar.v11i1.6167

<https://e-jurnal.lppmunsera.org/index.php/LONTAR>

Article History

Submission: 01, March 2023

Revised: 15, June 2023

Accepted: 26, June 2023

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## **ABSTRACT**

The visual package of an advertisement on television will not be communicated perfectly to the audience if it's not supported by good audio quality and those who have a role in making audio in television advertisements are audio-post companies. Advertising spending in Indonesia continues to increase every year by seven percent and dominated by television commercial with a total of 79.2 percent. Based on this, more and more audio-post companies are emerging now that produce audio for television commercial in Jakarta and certainly makes competition in this industry more obvious. But even so, they still have their loyal clients that have stayed from the past until now. One of these audio-post companies is Cut2Cut studio, which was founded in 2002 and has loyal clients from well-known brands. Therefore, this study aims to find out how Cut2Cut studio's communication strategy maintains client loyalty to television commercial. The method used is qualitative with a case study approach. The results of the study state that Cut2Cut studio carries out several strategic stages including formulating strategies that focus on approaching clients, implementing strategies by maintaining communication with clients as well as providing special treatment, as well as evaluating strategies by conducting routine evaluations based on obstacles that need to be discussed.

**Keyword:** communication strategy, marketing communication, audio-post, Cut2Cut studio, television commercial.

## **ABSTRAK**

*Rangkaian visual suatu iklan pada televisi tidak akan terkomunikasikan dengan sempurna kepada audiens apabila tidak didukung dengan kualitas audio yang baik dan yang memiliki peran dalam pembuatan audio pada iklan televisi adalah perusahaan audio-post. Belanja iklan di Indonesia terus mengalami peningkatan setiap tahunnya sebesar tujuh persen dan didominasi oleh iklan televisi dengan jumlah 79,2 persen Berdasarkan hal tersebut kini semakin banyak bermunculan pula perusahaan audio-post yang memproduksi audio untuk iklan televisi di Jakarta dan tentu membuat persaingan pada industri ini lebih terlihat jelas. Walaupun begitu mereka tetap memiliki klien langganan masing-masing yang bertahan dari dulu hingga sekarang. Salah satu perusahaan audio-*

post tersebut adalah Cut2Cut studio yang berdiri pada tahun 2002 dan memiliki klien loyal dari brand ternama. Penelitian ini bertujuan untuk mengetahui bagaimana strategi komunikasi Cut2Cut studio dalam mempertahankan loyalitas klien pada iklan televisi. Metode yang digunakan adalah kualitatif dengan pendekatan studi kasus. Hasil dari penelitian menemukan bahwa Cut2Cut studio menjalankan beberapa tahapan strategi diantaranya perumusan strategi yang memfokuskan pada pendekatan dengan klien, implementasi strategi dengan menjaga komunikasi dengan klien juga memberi special treatment, serta evaluasi strategi dengan melakukan evaluasi rutin berdasarkan hambatan yang perlu didiskusikan.

**Kata Kunci :** strategi komunikasi, komunikasi pemasarn, audio-post, Cut2Cut studio, iklan televisi.

## INTRODUCTION

Advertising industry is one of the sectors that continues to be needed consistently until now. The visual series of advertisements on television will not be communicated perfectly to the audience if it is not supported by good audio quality. According to data from Nielsen Indonesia which is engaged in *market research* from television ratings into promotional media that advertising spending in Indonesia continues to increase every year by seven percent and is dominated by television advertising with a total of 79.2 percent. Based on this, more and more *audio-post* companies have sprung up for television commercials in Jakarta *and* they have the same quality and are even better than the long-established *audio-post* companies. But even so, one of the *audio-post* companies, Cut2Cut studio, which has been established since 2002, still has loyal clients from well-known brands until now. Currently *audio-post* companies for television commercials are only located in Jakarta, so competition in the industry is increasingly evident, but Cut2Cut studio can maintain the loyalty of its clients for television advertising.

Cut2Cut Studio is a *post-production audio* company that has been *recording* and *mixing* for commercials and radio dramas since 2002. In addition to working with many well-known big brands, this company has won achievements in the form of awards from various awards. The achievement of a company is a manifestation of itself in building customer loyalty. Marketing experience and knowledge shift from a focus on customer satisfaction to customer loyalty (Oliver, 1999). Here is a list of Cut2Cut studio's oldest clients.

**Table 1. List of Cut2Cut's Oldest Clients/Brands in Television Commercials**

<b><u>UNILEVER PRODUCTS</u></b>		
<b><i>Hair Category</i></b>	<b><i>F&amp;B Category</i></b>	<b><i>Other Category</i></b>
<b>Clear, Dove, Sunsilk, Tresseme, Lifebuoy Shampo</b>	Walls Ice Cream, Cornetto, Magnum, Feast	Axe, Rexona, Royco, Rinso, Vaseline, Ponds, Pepsodent, Close Up
<b><u>P&amp;G PRODUCTS</u></b>		
<b>Head and Shoulders, Pantene, Rejoice, Oral-B, Vicks, SKII, Downy</b>		
<b><u>LOCAL CLIENT</u></b>		
<b>Agung Sedayu Group</b>		

Source : Author's Processed Data, 2022

The table above is a list of clients and *brands* that have worked with Cut2Cut studio for a long time since 2002, namely Unilever companies from the United Kingdom and P&G from the United States with their product *brands*. According to Nielsen Indonesia, spending on television advertising continues to be dominated by *fast-moving consumer goods* (FMCG) companies. In

addition to international clients, there is also a local client, Agung Sedayu Group, which is a property company. Until now in the twentieth-year journey of Cut2Cut Studio, these clients and *brands* still use the offered products and services in making audio for advertisements in Cut2Cut Studio. Periodically, each of these *brands* always releases the latest variants and the concept of packaged advertising will also be different. Cut2Cut studio has the responsibility to *direct a voice over talent in accordance with the direction or brief from the client itself in accordance with the advertising concept* so that the message conveyed can be received well and effectively by the audience. After that, for the final result after getting *approval* from the client, Cut2Cut does *editing* such as *mixing & mastering*.

Some of the work done by Cut2Cut Studio based on sources from [www.cut2cutstudios.co.id](http://www.cut2cutstudios.co.id) website is working on radio dramas. In the 90s, radio drama had become the rising star of entertainment in Indonesia that was awaited by the public. A story that is packaged smoothly with the support of professional voice actors who play dialogue in it and also supporting *sound effects* makes radio drama still an entertainment that is awaited by some circles, especially parents. So far, Cut2Cut Studio has produced quite a lot of radio drama titles including, Kasih Sepanjang Jalan, Karma Wibhangga, Pelangi diatas Glagah, Cinta dari Tanah Rantau, and Pelangi diatas Glagah Wangi.

In addition, Cut2Cut Studio also worked on Radio commercials. Radio advertising is a job that Cut2Cut Studio does every day. Several awards for radio advertising have also been received by Cut2Cut Studio such as Indonesia Radio Awards, Citra Pariwisata, Spikes Asia Advertising Festival, and many more. *Jingles* in television and radio commercials are inseparable from *jingle/music scoring*. Harmonization and composition are needed to produce audio for good television or radio effectively. Cut2Cut studio has made several jingle projects for television and radio commercials.

The production of television commercial audio is one of the jobs that Cut2Cut Studio does a lot. Audio making for television commercials has been very much done by Cut2Cut Studio with clients coming from various big *brands* such as Maybelline, Lorèal, Kraft Foods, ABC President, and others. In the making process, especially during *recording*, there is a big role for a producer and *audio engineer*. The task of the producer in the *audio post* is to collect *voice samples* from voice-over talent and choose a voice color that is suitable for the atmosphere of the advertising concept given by the client. Once the producer selects several voice candidates, the producer will send them to the client and the process in the *voice-over* industry is commonly referred to as the *pitching* process. Candidates who pass the *pitching* by using their votes are chosen by the client and will be contacted by the producer to shoot advertisements in the studio. During *the recording* process, the producer conveys the *brief* desired by the client to the *voice-over talent*. The job of an *audio engineer* is to manage the recording starting from recording, *pause, cut, editing*, and others through the *software* on the computer in the studio.

Based on the explanation above, this study aims to explain how the communication strategy at the *audio-post* company Cut2cut Studio on maintaining client loyalty for television advertisements, and this research uses qualitative methods with a case study approach. Research related to corporate communication strategy is one of them from Marta Sanjaya (2013) entitled "Organizational Communication Strategy of PT Tigamata Indonesia in Establishing Relationships with Customers for the March-June 2013 Period". The research seeks to get an overview of the company's public relations strategy in establishing communication between companies engaged in design services and their customers. The difference between the study and the research compiled by the author in addition to the object and focus of the research, is the use of *customer relationship management theory*, while this article uses the theory and concept of communication strategy.

Another research related to corporate communication strategies is from Azizah et al (2020) entitled "Go-Jek Ad Marketing Strategy Scholarly Version to Increase Gojek Application Users". In the article that uses the qualitative descriptive method, Azizah et al said that the marketing communication strategy through advertising made by Go-jek's digital service company is very clear, easy to understand, and detailed so that it can provide suggestions to customers to remain loyal to using the products offered by Gojek. In addition to the differences

in research approaches used, research from Azizah et al is also different from this study, because they use the concept of marketing communication strategies, especially messaging strategies through social media called YouTube to discuss research results, while this article uses a case study approach with communication strategy theory.

Communication strategy according to Rogers in Wijaya (2015) is a plan made to change human behavior on a large scale by sending new ideas. In addition to the objectives in the definition, Pace (2014) describes the objectives of communication strategies in detail and is divided into three, namely (1) *to secure understanding*, which means to ensure that the recipient of the message can understand the message they have received. (2) *To establish acceptance*, That is, to build acceptance, that means if the recipient of the message has received and understood, then build the message. Lastly (3) *to motivate action*, is to motivate action which means the next stage that must be done after the two points above is to motivate to perform an action.

Communication strategy has three main theories according to Chris Fill (1995) in his work entitled *Marketing Communication* including the first *pull strategy*, which is a communication strategy that focuses on the audience and aims to give the audience direction to be able to see a product, consider and then become part of the company's network. The second strategy is a *push strategy* that focuses more on employee performance and ability. This section leads to the power creation to encourage loyalty and also the commitment from employees. The third communication strategy is the *profile strategy*, which aims to maintain the company's image and in the process this strategy serves to maintain relationships with customers and also company relations.

In this study, the author chose the strategic management theory proposed by Fred R. David because the concept discusses the steps or stages in strategy, formulation, implementation, and also strategy evaluation. According to Fred, strategic management is realized in the form of large-scale agendas covering all elements in the area of the organizational environment which are applied in the form of strategic plans and then translated into a system plan, and then elaborated again in the form of annual projects and programs. Strategy management is a process of decision making and action that leads to the development of a fairly effective strategy that can also help a company achieve its goals.

## RESEARCH METHODS

In this study, the author used qualitative methods with a case study approach. Research with qualitative methods is carried out in natural or field environments, data sources from continuous interactions, and researchers collect their own data by studying documents, observing behavior, and interviewing participants (Cresswell, 2015). Research with a case study approach explores real-life, cases or diverse cases, through detailed and in-depth data collection involving various sources of information or multiple sources of information (e.g. observations, interviews, audiovisual materials, and documents, and various reports) and reporting case descriptions and case themes (Creswell, 2015). The author chose the case study approach because there are problems in *audio-post* companies in Jakarta regarding customer loyalty which is a contemporary phenomenon that has not occurred long ago. By using case studies, researchers will get an idea of how the communication strategy is applied by the company.

The subjects of this study are internal parties of *the audio-post* company Cut2cut Studio, namely Haryoko as *Founder and Director* of Cut2cut studio and Nicko Septiawan as *Executive Producer*. Researchers chose two main informants because they were considered able to provide sufficient information about the situation and company condition, especially in the applied communication strategy. The object of this study is the communication strategy at the *audio-post* company, Cut2cut studio on maintaining client loyalty to television advertisements. The object of the study includes planning, implementing, evaluating, and the benefits of the communication strategy on maintaining client loyalty.

## RESULTS AND DISCUSSION

In this chapter, researchers will present the results of observations, interviews, and documentation with informants to obtain data that is certainly in accordance with the purpose

of the study, namely to explain how "Audio-Post Cut2Cut Studio Corporate Communication Strategy on Maintaining Client Loyalty on Television Advertising". The interview process was conducted in December 2022 to adjust the free time that informants had. In this study, researchers determined three informants consisting of two key informants who were part of Cut2Cut Studio and one loyal client of Cut2Cut Studio who became a supporting informant. The number of informants is considered sufficient by researchers because the data and information provided are in accordance with the study purpose.

### **Cut2Cut Studio's Communication Strategy on Maintaining Client Loyalty**

In the research results related to Cut2Cut studio client loyalty, researchers will look at the characteristics of the company's loyal clients and re-verify whether the information disclosed by Cut2Cut studio is in accordance with what the client feels. Jill Griffin (2002) revealed the characteristics of loyal customers including making regular purchases, buying outside the company's product line or services, referring products to others, and showing immunity from the attractiveness of other companies' products. Researchers also look at how open customers are to companies in offering ideas related to products or services and providing complaints.

Several communication strategies that have been planned certainly require action to be realized in order to achieve the success goals of the company on maintaining client loyalty. In its implementation, Cut2cut studio always provides their best service from audio quality, studio facilities, and also the *attitude* of the Cut2Cut team itself. In addition, determining the precise *pricing* for clients and offering solutions to problems experienced by clients in making television audio commercials is also a form of implementation of the communication strategy that has been previously formulated. In the pre-production process, Cut2Cut studio always observes about the media format that will be used so that the *output* produced sounds clearly in accordance with the successful benchmarks of Cut2Cut studio. Then during the production process, Cut2Cut studio understands properly *the brief* from the client related to the concept in the television commercial. Finally, for post-production, Cut2Cut studio evaluates and maintains good relations with clients by creating *whatsapp group*.

In the implementation of this communication strategy, researchers also connect with the communication strategy expressed by Chris Fill (1995). In accordance with the definition of *push strategy* that has been presented in the theoretical study, researchers found that Cut2Cut studio applies this theory to the implementation of its communication strategy in maintaining the loyalty of television advertising clients. Judging from Cut2Cut studio, the team focuses on team performance to work optimally on their respective *jobdesks*. In encouraging the motivation of HR (Human Resources) in the company, Cut2Cut studio often eats together, creates unique content together, and holds events both formal and non-formal together. This is done by Cut2Cut studio so that the team can be close to superiors and have openness regarding existing problems and also maintain team loyalty or HR (Mnausia Resources).

In the main theory, this communication strategy directs the general audience to be able to get to know the company with the aim of being able to enter the company network in the future. In its implementation, in 2019 Cut2Cut studio distributed company business cards at the *Asia Broadcast Festival* in Singapore so that it grants results, currently Cut2Cut has clients from Singapore with approximately six companies. In expanding the general audience's knowledge of the company's products and services, Cut2Cut studio also created a company *website* and is active on Instagram social media. Related to customer loyalty, Cut2Cut clients refer companies to others so that more people manage to enter the Cut2Cut studio corporate network.

*Profile Strategy* is a communication strategy that aims to maintain the company's image in the public eye. In this study, researchers focused on how Cut2Cut studio maintains the company's image in the client's eye in order to continue to maintain good relationships and use Cut2Cut studio regularly. Outside of television commercial audio projects with clients, based on observations, Cut2Cut researchers often collaborate with several *voice-over* communities and are open to anyone who wants to *share* with them as long as the context is positive. This is certainly a *plus* for Cut2Cut to get a good image from the public.

In evaluating strategies, Cut2Cut studio prioritizes *feedback* from their clients. Cut2Cut studio conducts regular evaluation activities but there is no specific time scheduled. Usually, if there is a problem both from internal and external parties, they immediately conduct an evaluation on the same day with the purpose that the problem can be quickly resolved and there is no pileup later.

### **Cut2Cut Studio Client Loyalty**

In the research results related to Cut2Cut studio client loyalty, researchers will look at the characteristics of the company's loyal clients and re-verify whether the information disclosed by Cut2Cut studio is in accordance with what the client feels. Jill Griffin (2002) revealed the characteristics of loyal customers including making regular purchases, buying outside the company's product line or services, referring products to others, and showing immunity from the attractiveness of other companies' products. Researchers also look at how open customers are to companies in offering ideas related to products or services and providing complaints.

Based on the results of research interview data related to clients who regularly use the services of Cut2Cut studio in making audio projects for television commercials, namely from Unilever and P&G *brands*. The *brand* uses the services of Cut2Cut studio through the *production house* and *agency*. One of the *production houses* that the researchers successfully interviewed was from Opicz Films. Informants from Opicz Film revealed that *their production house* did several projects with Cut2Cut studio but for routine and not seen from their own client's *budget*. If the *budget* is *high* like a client from P&G they must use Cut2Cut studio.

*"From the routine of all our clients always using Cut2Cut, it wasn't because we will adjust the client budget. Well, Cut2Cut studio is high cost and automatically, if indeed our client has a high budget, we will use the services of Cut2Cut studio."* (Results of an interview with Opicz Film Owner, Taufiq Hidayatulaah on January 5, 2023)

The reason why clients choose Cut2Cut services even though it has a fairly high price is because of the excellent audio quality and comfortable studio facilities, for example, waiting for *approval* from the *brand* and relax.

*"Because they provide service, not only good audio but also the look of the studio is good, if we date with clients, surely they will be comfortable and like the treatment there, we enter directly offered to eat and drink, there is a massage chair, then the outdoor is really good for chatting. Comparable to the audio quality, both are good"* (Interview with Opicz Film Owner, Taufiq Hidayatulaah on January 5, 2023)

Based on the researcher's observations, Cut2Cut studio not only provides the best service in terms of audio quality, but also in terms of *entertainment* also they provide excellent facilities that make comfortable clients who come directly to the studio. While in the field conducting interviews, researchers also saw how the atmosphere in the

studio, and indeed from the beginning, researchers were warmly welcomed with smiles by the team in the studio. Here's documentation of the atmosphere inside Cut2Cut studio.



Figure 1: Cut2Cut Studio Lounge



Figure 2: Cut2Cut Studio Control Room

The next characteristic of loyal customers is referring the company to others. In interviews, researchers with informants from Cut2Cut studio showed that their customers referred the company and were known by other customers who revealed that they knew about Cut2Cut Studio from clients who had worked with Cut2Cut studio before.

*"Yes, referencing, for example, at that time a client from Singapore that time wanted to use an aCut2Cut suit when we asked the answer 'I know you from' who, so that means they got a reference from a Cut2Cut client too."* (Results of an interview with Cut2Cut Studio Executive Producer, Nicko Septiawan on December 14, 2022).

*"Several times recommended to friends who have production houses as well and they use Cut2Cut services because their own quality is proven to provide excellent service and quality."* (Results of an interview with Opicz Film Owner, Taufiq Hidayatulaah on January 5, 2023)

There are also some suggestions from Cut2Cut studio clients related to the price is quite high. They also sometimes give direct advice for example regarding the facilities added and inputs when recording television commercial audio projects.

*"It's most likely to add a place to hangout, even though it's already there, but if there's more is good, then the price shouldn't be too expensive."* (Results of an interview with Opicz Film Owner, Taufiq Hidayatulaah on January 5, 2023)

Based on the observations of researchers, Cut2Cut studio also really listens and accepts the suggestions submitted by its clients, it's just that not all can be realized according to the needs and conditions of the company.

## CONCLUSION

After several stages of observation, interviews, documentation, and data analysis, researchers can draw several conclusions that Cut2Cut studio in its communication strategy involves internal and external parties. Cut2Cut studio has implemented the existing strategic stages, namely strategy formulation as a company engaged in the advertising industry for services or audio products, Cut2Cut studio seems to focus very much on a personal approach with clients and building effective communication on maintaining client loyalty. In addition, the implementation of the strategy carried out by Cut2Cut Studio is to maintain the loyalty of television advertising clients. Judging from Cut2Cut studio, the team focuses on team performance to work optimally on their respective *jobdesks*. In encouraging the motivation of HR (Human Resources) in the company, Cut2Cut studio often eats together, creates unique content together, and holds events both formal and non-formal together.

In evaluating strategies, Cut2Cut studio prioritizes *feedback* from their clients. Cut2Cut studio conducts regular evaluation activities but there is no specific time scheduled. Usually, if there is a problem both from internal and external parties, they immediately evaluate it on the same day with the aim that the problem can be quickly resolved and there is no pileup later. There are several suggestions from the author regarding the communication strategy of *audio-post* companies in Jakarta on Maintaining Client Loyalty on Television Advertising, including being more structured in planning communication strategies so that the implementation of the strategy is more focused and can maximize evaluation. The next suggestion is to hold regular events with the company's Human Resources (HR), for example giving an *award* or other forms of appreciation to increase the motivation for the performance of the Cut2Cut studio team. For the togetherness that has been implemented, researchers hope to be maintained and improved so that the Cut2Cut studio company can shine even better in the public eye and also in terms of maintaining client loyalty to television commercials.

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