

BIBLIOGRAPHY

Books

1. Abdurrahman, Oemi M.A. Dasar-Dasar Public Relations. Bandung: PT. Citra Aditya Bakti, 2001. (in Indonesian)
2. Adiwiyoto, Anton. Public Relations Yang Sukses Dalam Sepekan. Bekasi Timur: PT.Kesaint Blanc Indah Corp, 2001. (in Indonesian)
3. Armstrong, Gary and Phillip Kotler. Marketing an Introduction. New Jersey: Prentice Hall, 2000.
4. Cutlip, Scott m. and Center, Allen H. Effective Publics Relations. 2nd Ed.Prentice Hall, Englewood Cliffs, N.Y, 1971.
5. Pryse, B. Elizabeth. Successful Communication in English. Oxford: Basil Blackwell, 1981.
6. Toastmaster International. Persuasive Messages.1999.

Internet Website :

Hotel Padma Bali A Hideaway in the Heart of Legian (2005)

<http://www.hotelpadma.com/>