

REFERENCES

- Ali-Marttila, M., Marttonen-Arola, S., Kärri, T., Pekkarinen, O., & Saunila, M. (2017). Understand what your maintenance service partners value. *Journal of Quality in Maintenance Engineering*, 23, 144–164. <https://doi.org/10.1108/jqme-08-2016-0035>
- Aslan, A. (2023). Communication in public relations. *ResearchGate*, 1, 250. https://www.researchgate.net/publication/375062112_Communication_in_Public_Relations
- Ciesielska, M., Boström, K. W., & Öhlander, M. (2018). Observation Method. *ResearchGate*, 2, 33. <https://www.researchgate.net/publication/321806239>
- Fadilaturrahmah, F., & Triyono, S. (2019). An analysis of translation techniques in translating cultural words in the booklet “Jogja The Real Java.” Proceedings of the Eleventh Conference on Applied Linguistics. *Conaplin*, 254, 428. <https://doi.org/10.2991/conaplin-18.2019.296>
- Ibrahim, A. M., & Nguru, M. N. (2018). Public Relations and Employee Performance in Nigerian Institutions of Higher Learning. *Informasi*, 48(2), 267–279. <https://doi.org/10.21831/informasi.v48i2.21972>
- Kabeyi, M. J. B. (2020). Project and program evaluation consultancy with terms of reference, challenges, opportunities, and recommendations. *International Journal of Project Management and Productivity Assessment*, 8(2), 47–68. <https://doi.org/10.4018/ijpmpa.2020070103>
- Lestari, D. R. M. H. U. H. D. (2023). Application Of The Addie Model In Designing Digital Teaching Materials. *Jurnal Pendidikan Dan Pengajaran Guru Sekolah Dasar (JPPGuseda)*, 6(1), 105–109. <https://doi.org/10.55215/jppguseda.v6i1.7525>
- Lin, Z., & Chen, Y. (2024). Crisis PR in the New Media Era: the Impact on the Reputation of Chinese New Energy Businesses. *Business and Management Studies*, 10(2), 15. <https://doi.org/10.11114/bms.v10i2.7268>
- Mubarok, F. U., & Asri, A. N. (2021). Developing Bilingual Pocket Book with QR Codes and Infographics Features for Information Technology Lecturers and Staff. *Jurnal Pendidikan Teori Penelitian Dan Pengembangan*, 6(11), 17. <https://doi.org/10.17977/jptpp.v6i11.15148>
- Musheke, M. M., & Phiri, J. (2021). The effects of effective communication on organizational performance based on the systems Theory. *Open Journal of Business and Management*, 09(02), 659–671. <https://doi.org/10.4236/ojbm.2021.92034>
- Nur, A. I. (2024). Creating a bilingual Tourism village booklet to promote Banyumas Local Tourism Village. *Repository Universitas Jenderal Soedirman*, 1, 1. <https://repository.unsoed.ac.id/30775/>
- Oje, O., Adesope, O., & Oje, A. V. (2021). Work in Progress: The Effects of Hands-on Learning on STEM Students’ Motivation and Self-efficacy: A Meta-Analysis. *ASEE*, 1, 9. https://www.researchgate.net/publication/355198391_Work_in_Progress_The_Effects_of_Hands-on_Learning_on_STEM_Students'_Motivation_and_Self-efficacy_A_Meta-Analysis

- Pritchard, D., Griffo, M., Attenni, M., Barni, R., Bianchini, C., Inglese, C., & Ley, Y. (2023). Evolution Of Recording Methods: The Aachen Cathedral World Heritage Site Documentation Project. *The International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences/International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences*, 48, 1241–1249. <https://doi.org/10.5194/isprs-archives-xxviii-m-2-2023-1241-2023>
- Purba, A. M., & Indainanto, Y. I. (2024). Digital Public Relations: Efforts to Manage Interactions and Build Reputation. *Dicoment*, 1(1), 11-22 <https://jurnal.literasipublisher.co.id/index.php/Dicoment>
- Radebe, M. J. (2024). Public Sector Communication in the Digital Age: Insights and Influences from the Global South. *UJ Press eBooks*, 3, 10. <https://doi.org/10.36615/9781776489909-00>
- Rani, B. K., Widiyaningrum, P., & Anggraito, Y. U. (2020). Effectiveness of Research Based Booklet Media of Conventional Biotechnology Application As A Supplement Of Biotechnology Teaching Materials in Senior High School. *Journal UNNES*, 9(3), 296. <https://doi.org/10.15294/jise.v8i3.36051>
- Safira, A. M., Laksmi, A. A., Az-Zahra, M., & Siregar, S. a. R. (2025). Graphic designers' perception of the used of Canva application in the creative industry and commercial world. In *Advances in Social Science, Education and Humanities Research/Advances in social science, education and humanities research*, 1, 1760–1775. https://doi.org/10.2991/978-2-38476-317-7_166
- Saripudin, Bonok, Z., Wiranto, I., Abdussamad, S., Tansa, S., & Nasibu, I. Z. (2025). Pengembangan Media Pembelajaran Sistem Telekomunikasi Dengan Metode ADDIE Berbasis Digital. *Jambura Journal of Electrical and Electronics Engineering*, 7, 1. <https://ejurnal.ung.ac.id/index.php/jjee/article/view/24188>
- Septiningtyas, Z. (2024). Creating an English pocket book for Asarasacoffee and eatery employees in Elotel Hotel Purwokerto. *Repository Unsoed*, 1, 1. <http://repository.unsoed.ac.id/25397/>
- Taherdoost, H. (2022). How to Conduct an Effective Interview; A Guide to Interview Design in Research Study. *International Journal of Academic Research in Management (IJARM)*, 11, 39–51. https://www.researchgate.net/publication/359596183_How_to_Conduct_a_n_Effective_Interview_A_Guide_to_Interview_Design_in_Research_Study
- Tomyuk, O., Dyachkova, M., Shutaleva, A., Novgorodtseva, A., & Dudchik, A. (2019). Bilingual practices as a means of intercultural communication under globalization. *SHS Web of Conferences*, 69, 00106. <https://doi.org/10.1051/shsconf/20196900106>
- Yong, Y. P., Jantan, A. H., Abdullah, R. H., & Kamaruddin, A. (2016). The impact of visual design principles on classical aesthetic design for a web- based educational platform. *International Journal of Technology Enhanced Learning*, 8(3/4), 318. <https://doi.org/10.1504/ijtel.2016.082320>
- Zahra, C. F. A., Kurnia, N., & L, H. (2023). Pengembangan Booklet Sebagai Penunjang Sumber Belajar Biologi Materi Prinsip-Prinsip Klasifikasi Makhluk Hidup di SMA. *Az Zahra | Seminar Nasional LP2M UNM*, 1, 2239. <https://ojs.unm.ac.id/semnaslemlit/article/view/57048>
- Zixuan, J., Keat, O. B., Dalei, Y., Yuting, L., & Yongshun, H. (2024). Study

On The Impact Of Color On Visual Ergonomics In Interface Design Based On Visual Perception Theory. *Irjmets*, 06, (1).
https://www.irjmets.com/uploadedfiles/paper/issue_5_may_2024/57769/final/fin_irjmets1716833861.pdf

