

DAFTAR PUSTAKA

- Anselm Strauss & Juliet Corbin. 2013. Dasar-dasar Penelitian Kualitatif; Tata Langkah dan Teknik-teknik Teoritisasi Data. (Cet. IV), Pustaka Pelajar, Jogjakart,.
- Brin, P & Mohamad Nassif Nehme. 2019. Corporate Social Responsibility: Analysis of Theories and Models. EUREKA: Social and Humanities. Vol. 5
- Brusseu, J. 2015. Three Theories of Corporate Social Responsibility. Business Ethics Workshops.
- Ferrell, O. C dan Michael D. Hartline. (2005). Marketing Strategy. USA: Thomson
- Gabriela, H. 2013. Analisis Penerapan Corporate Social Responsibility di Perusahaan Multilevel Marketing PT. Harmoni Dinamik Indonesia. Jurnal Ilmiah Mahasiswa Universitas Surabaya Vol.2 No.2
- Jenkins, Heledd. 2009. A Business Opportunity Model of Corporate Social Responsibility for Small- and Medium-Sized Enterprises. Business Ethics A European Review. 18 (1).
- Klarin, T. 2018. The Concept of Sustainable Development: From its Beginning to the Contemporary Issues. Zagreb International Review of Economics and Business. Volume 21: Issue 1
- Lamb, Charles W., Joseph F. Hair., dan Carl McDaniel. (2001). Pemasaran Buku 1. Jakarta: PT. Salemba Empat
- Moeloeng, L. J. 2007. Metodologi Penelitian Kualitatif, PT Remaja Rosdakarya, Bandung.
- Safarзад, R. 2017. Corporate Social Responsibility Theories and Models, Applied mathematics in engineering. Management and technology journal, 5, 38.
- Sharpley, R. 2000. Tourism and sustainable development: Exploring the theoretical divide. Journal of Sustainable Tourism Journal of Sustainable Tourism, 8, 1-19. <http://dx.doi.org/10.1080/09669580008667346>
- Soemantri, G. R. 2005. Memahami Penelitian Kualitatif, Makara, Jurnal Sosial Humaniora, Vol.9 No2, Universitas Indonesia.
- Sugiyono. 2015. Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D). Penerbit CV. Alfabeta: Bandung.
- Suharto, Edi. (2007). Pekerjaan Sosial di Dunia Industri (Memperkuat Tanggung Jawab Sosial Perusahaan). Bandung: PT. Refika Aditama
- Sule, Ernie Tisnawati dan Kurniawan Saefullah. 2006. Pengantar Manajemen. Jakarta: Kencana
- Tanudjaja, B. T. 2006. Perkembangan Corporate Social Responsibility Di Indonesia. NIRMANA, VOL.8, NO. 2, Juli 2006: 92-98

Wahyudi, Isa dan Busyra Azheri. 2008. Corporate Social Responsibility: Prinsip, Pengaturan dan Implementasi, Malang: In-Trans Publishing.

Williams, Chuck. 2001. Manajemen. Jakarta: Salemba Empat