

DAFTAR ISI

| | |
|--|-----------|
| LEMBAR PERSETUJUAN SIDANG..... | i |
| LEMBAR PENGESAHAN SIDANG..... | ii |
| ABSTRAK | iii |
| KATA PENGANTAR | iv |
| DAFTAR ISI..... | vi |
| DAFTAR BAGAN | viii |
| DAFTAR GAMBAR | ix |
| | |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang | 1 |
| 1.2 Topik Laporan..... | 3 |
| 1.3 Tujuan Kuliah Kerja Praktik | 3 |
| 1.4 Manfaat Kuliah Kerja Praktik | 4 |
| 1.4.1 Secara Teoritis..... | 4 |
| 1.4.2 Secara Praktis | 4 |
| 1.5 Sistematika Penulisan | 5 |
| | |
| BAB II KERANGKA TEORI..... | 6 |
| 2.1 Definisi Ilmu Komunikasi..... | 6 |
| 2.2 Definisi Marketing Communication..... | 7 |
| 2.2.1 Tujuan Marketing Communication | 9 |
| 2.2.2 Bauran Marketing Communication..... | 12 |
| 2.3 Digital Marketing..... | 15 |
| 2.3.1 Peran Digital Marketing..... | 16 |
| 2.4 Periklanan..... | 18 |
| 2.4.1 Tujuan Periklanan | 19 |
| 2.5 New Media | 21 |
| 2.5.1 Media Sosial..... | 23 |
| 2.5.2 Fungsi Media Sosial..... | 24 |
| 2.5.3 Instagram..... | 25 |
| | |
| BAB III GAMBARAN UMUM PERUSAHAAN TEMPAT KKP | 27 |
| 3.1 Sejarah Perusahaan..... | 27 |
| 3.2 Struktur Organisasi | 28 |
| 3.3 Job Description..... | 28 |
| 3.3.1 Direktur Utama..... | 28 |
| 3.3.2 Account Manager..... | 29 |
| 3.3.3 HRD..... | 29 |

| | | |
|----------------------------------|--|-----------|
| 3.3.4 | Finance (SVP)..... | 30 |
| 3.3.5 | Media..... | 31 |
| 3.3.6 | Creative..... | 32 |
| 3.3.7 | Produksi(Traffic)..... | 32 |
| 3.3.8 | Digital Marketing..... | 32 |
| 3.4 | Gambaran Unit Kerja Media Sosial | 33 |
| 3.5 | Pelaksanaan Kegiatan PKL sesuai Perusahaan | 33 |
| BAB IV PEMBAHASAN..... | | 35 |
| 4.1 | Gambaran Kegiatan Mahasiswa selama | |
| | Kuliah Kerja Praktik | 35 |
| 4.4.1 | Tahap Perencanaan..... | 35 |
| 4.4.2 | Analisis Media Sosial | 40 |
| 4.4.3 | Berita Negatif..... | 40 |
| 4.4.4 | Berita Positif..... | 41 |
| 4.4.5 | Berita Netral..... | 41 |
| 4.4.6 | Berita Support..... | 41 |
| 4.2 | Perbandingan Pelaksanaan Kegiatan PKL Teori dan Praktek...42 | |
| BAB V PENUTUP..... | | 43 |
| 5.1 | Kesimpulan | 43 |
| 5.2 | Saran..... | 44 |
| DAFTAR PUSTAKA | | 45 |
| DAFTAR RIWAYAT HIDUP..... | | 47 |