

## Daftar isi

TANDA PERSETUJUAN LAPORAN KULIAH KERJA PRAKTEK **Error! Bookmark not defined.**

TANDA PENGESAHAN LAPORAN KULIAH KERJA PRAKTEK **Error! Bookmark not defined.**

ABSTRAK ..... **Error! Bookmark not defined.**

KATA PENGANTAR ..... **Error! Bookmark not defined.**

Daftar isi..... 1

Daftar gambar .....3

BAB I..... **Error! Bookmark not defined.**

PENDAHULUAN ..... **Error! Bookmark not defined.**

1.1 Latar Belakang ..... **Error! Bookmark not defined.**

1.2 Topik Laporan ..... **Error! Bookmark not defined.**

1.3 Tujuan kerja Praktik ..... **Error! Bookmark not defined.**

1.3.1 Tujuan Umum..... **Error! Bookmark not defined.**

1.3.2 Tujuan Khusus ..... **Error! Bookmark not defined.**

1.4 Manfaat Kuliah Kerja Praktik ..... **Error! Bookmark not defined.**

1.4.1 Manfaat Teoritis ..... **Error! Bookmark not defined.**

1.4.2 Manfaat Praktis..... **Error! Bookmark not defined.**

1.5 Sistematika Penulisan..... **Error! Bookmark not defined.**

BAB II..... **Error! Bookmark not defined.**

KERANGKA TEORI ..... **Error! Bookmark not defined.**

2.1 Tinjauan Pustaka ..... **Error! Bookmark not defined.**

2.1.1 Publik Relations..... **Error! Bookmark not defined.**

2.1.2 Tujuan Public Relations..... **Error! Bookmark not defined.**

2.1.3 Fungsi Public Relations ..... **Error! Bookmark not defined.**

2.1.4 Ruang Lingkup Public Relations ..... **Error! Bookmark not defined.**

2.1.5 Digital Public Relations..... **Error! Bookmark not defined.**

2.1.6 Manfaat Penggunaan Digital Public Relations **Error! Bookmark not defined.**

2.1.7 Peranan Digital Public Relations ..... **Error! Bookmark not defined.**

2.1.8 Twitter ..... **Error! Bookmark not defined.**

2.1.9 Fungsi Twitter..... **Error! Bookmark not defined.**

2.1.10 Fitur-fitur Twitter ..... **Error! Bookmark not defined.**

2.2 Prosedur Ideal..... **Error! Bookmark not defined.**

2.2.1 Proses Digital Public Relations .....	<b>Error! Bookmark not defined.</b>
BAB III .....	<b>Error! Bookmark not defined.</b>
GAMBARAN PERUSAHAAN .....	<b>Error! Bookmark not defined.</b>
3.1 Sejarah Kota Administrasi Jakarta Barat .....	<b>Error! Bookmark not defined.</b>
3.1.1 Visi dan Misi Kota Administrasi Jakarta Barat.....	<b>Error! Bookmark not defined.</b>
3.1.2    Filosofi Logo Kota Administrasi Jakarta Barat.....	<b>Error! Bookmark not defined.</b>
3.2 Gambaran Struktur Organisasi Kota Administrasi Jakarta Barat.....	<b>Error! Bookmark not defined.</b>
3.3 Pelaksanaan Kegiatan Kuliah Kerja Praktik .....	<b>Error! Bookmark not defined.</b>
3.3.1 Lokasi dan Waktu Kuliah Kerja Praktik.....	<b>Error! Bookmark not defined.</b>
BAB IV .....	<b>Error! Bookmark not defined.</b>
PEMBAHASAN .....	<b>Error! Bookmark not defined.</b>
4.1 Gambaran Kegiatan Penulis Selama KKP .....	<b>Error! Bookmark not defined.</b>
4.2 Perbandingan antara Teori dan Praktik .....	<b>Error! Bookmark not defined.</b>
BAB V .....	<b>Error! Bookmark not defined.</b>
PENUTUP.....	<b>Error! Bookmark not defined.</b>
5.1    Kesimpulan.....	<b>Error! Bookmark not defined.</b>
5.2    Saran.....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA .....	<b>Error! Bookmark not defined.</b>
LAMPIRAN.....	<b>Error! Bookmark not defined.</b>

## Daftar gambar

Gambar 3.1 Kantor Kota Administrasi Jakarta Barat .....	19
Gambar 3.2 Logo Kota Administrasi Jakarta Barat.....	22
Gambar 3.3 Struktur Organisasi Kehumasan Kota Adm.Jakbar .....	24
Gambar 4.1 Hasil Dokumentasi Penulis .....	31
Gambar 4.2 Hasil Tulisan Penulis .....	32
Gambar 4.3 Akun Twitter Kota Adm.Jakbar.....	33
Gambar 4.4 Konten Yang Diunggah Penulis.....	33