

DAFTAR ISI

	Halaman
HALAMAN JUDUL	i
LEMBAR PERSETUJUAN SIDANG TUGAS AKHIR (SKRIPSI)	ii
HALAMAN PENGESAHAN	iii
LEMBAR PERNYATAAN TUGAS AKHIR (SKRIPSI)	iv
KATA PENGANTAR	v
DAFTAR ISI	vii
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Tujuan Penelitian	Error! Bookmark not defined.
1.4 Manfaat Penelitian.....	Error! Bookmark not defined.
1.4.1 Manfaat Teoritis.....	Error! Bookmark not defined.
1.4.2 Manfaat Praktis	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1 Penelitian Terdahulu.....	Error! Bookmark not defined.
2.2 Teori Spiral Keheningan.....	Error! Bookmark not defined.
2.3 Public Relation.....	Error! Bookmark not defined.
2.3.1 Konsep Public Relation.....	Error! Bookmark not defined.
2.3.2 Tugas Public Relation	Error! Bookmark not defined.
2.3.3 Peran Public Relation.....	Error! Bookmark not defined.
2.4 Marketing Public Relation	Error! Bookmark not defined.
2.4.1 Konsep Marketing Public Relation.....	Error! Bookmark not defined.
2.4.2 Generasi Millenial.....	Error! Bookmark not defined.
2.5 Duta Merek	Error! Bookmark not defined.
2.5.1 Karakteristik Duta Merek.....	Error! Bookmark not defined.
2.5.2 Peran Duta Merek	Error! Bookmark not defined.
2.6 Citra Merek (Brand Image).....	Error! Bookmark not defined.
2.7 Instagram	Error! Bookmark not defined.
2.8 Kerangka Pemikiran.....	Error! Bookmark not defined.

BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1 Paradigma Penelitian.....	Error! Bookmark not defined.
3.2 Metode Penelitian.....	Error! Bookmark not defined.
3.3 Jenis Penelitian.....	Error! Bookmark not defined.
3.4 Desain Penelitian.....	Error! Bookmark not defined.
3.4.1 Sumber Data	Error! Bookmark not defined.
3.5 Informan dan Key informan	Error! Bookmark not defined.
3.5.1 Kriteria Key Informants dan Informants.....	Error! Bookmark not defined.
3.6 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.6.1 Pengumpulan Data Primer.....	Error! Bookmark not defined.
3.6.2 Pengumpulan Data Sekunder.....	Error! Bookmark not defined.
3.7 Teknik Analisis Keabsahan	Error! Bookmark not defined.
3.8 Teknik Analisis Data.....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN	Error! Bookmark not defined.
4.1. Subjek Penelitian.....	Error! Bookmark not defined.
4.2. Hasil Penelitian	Error! Bookmark not defined.
4.2.1. Pemilihan Media Sosial.....	Error! Bookmark not defined.
4.2.2. Pentingnya Duta Merek.....	Error! Bookmark not defined.
4.2.3. Strategi Pemilihan Duta Merek	Error! Bookmark not defined.
BAB V PEMBAHASAN	Error! Bookmark not defined.
5.1 Pembahasan Hasil Penelitian	Error! Bookmark not defined.
5.1.1. Pemilihan Instagram Sebagai Media <i>Campaign</i>	Error! Bookmark not defined.
5.1.2. Pentingnya Duta Merek dalam Program Kampanye #GakPakeNanti.....	Error! Bookmark not defined.
5.1.3. Strategi Pemilihan Duta Merek Untuk Program Kampanye #GakPakeNanti.....	Error! Bookmark not defined.
BAB VI PENUTUP	Error! Bookmark not defined.
6.1 Kesimpulan.....	Error! Bookmark not defined.
6.2 Saran.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.