

## DAFTAR ISI

SKRIPSI.....	<b>Error! Bookmark not defined.</b>
HALAMAN PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
SURAT PERNYATAAN HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI .....	<b>Error! Bookmark not defined.</b>
.....	<b>Error! Bookmark not defined.</b>
ABSTRAK.....	<b>Error! Bookmark not defined.</b>
ABSTRACT.....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI.....	1
DAFTAR GAMBAR .....	4
DAFTAR TABEL.....	5
DAFTAR BAGAN .....	6
BAB I.....	<b>Error! Bookmark not defined.</b>
PENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang .....	<b>Error! Bookmark not defined.</b>
1.2 Fokus Penelitian .....	<b>Error! Bookmark not defined.</b>
1.3 Tujuan Penelitian.....	<b>Error! Bookmark not defined.</b>
1.4 Manfaat Penelitian.....	<b>Error! Bookmark not defined.</b>
1.4.1 Manfaat Akademis.....	<b>Error! Bookmark not defined.</b>
1.4.2 Manfaat Praktis.....	<b>Error! Bookmark not defined.</b>
BAB II.....	<b>Error! Bookmark not defined.</b>
TINJAUAN TEORITIS .....	<b>Error! Bookmark not defined.</b>
2.1 Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
2.2 Landasan Teori.....	<b>Error! Bookmark not defined.</b>
2.2.1 <i>Public Relations</i> .....	<b>Error! Bookmark not defined.</b>
2.2.1.1 Definisi <i>Public Relations</i> .....	<b>Error! Bookmark not defined.</b>
2.2.1.2 Fungsi dan Tujuan <i>public relations</i> ....	<b>Error! Bookmark not defined.</b>
2.2.2 Komunikasi Korporat.....	<b>Error! Bookmark not defined.</b>
2.2.3 Teori The Four-Step Public Relations Process	<b>Error! Bookmark not defined.</b>
2.2.4 Citra.....	<b>Error! Bookmark not defined.</b>
2.2.4.2 Jenis Citra .....	<b>Error! Bookmark not defined.</b>
2.2.5 Teknologi Komunikasi.....	<b>Error! Bookmark not defined.</b>

2.2.6 Media Sosial.....	<b>Error! Bookmark not defined.</b>
2.2.7 <i>Digital Influencer</i> .....	<b>Error! Bookmark not defined.</b>
2.2.8 <i>Personal Branding</i> .....	<b>Error! Bookmark not defined.</b>
2.3 Kerangka Berpikir.....	<b>Error! Bookmark not defined.</b>
BAB III .....	<b>Error! Bookmark not defined.</b>
METODOLOGI PENELITIAN.....	<b>Error! Bookmark not defined.</b>
3.1 Pendekatan Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2 Paradigma Penelitian.....	<b>Error! Bookmark not defined.</b>
3.3 Jenis dan Sumber Data .....	<b>Error! Bookmark not defined.</b>
3.4 Metode Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.5 Uji Keabsahan Data.....	<b>Error! Bookmark not defined.</b>
3.6 Teknik Analisis Data.....	<b>Error! Bookmark not defined.</b>
BAB IV .....	<b>Error! Bookmark not defined.</b>
HASIL PENELITIAN .....	<b>Error! Bookmark not defined.</b>
4.1 Deskripsi Subjek Penelitian .....	<b>Error! Bookmark not defined.</b>
4.1.1 Sejarah Singkat PT. Stainless Steel Primavalve Maju Bersama	<b>Error! Bookmark not defined.</b>
<b>not defined.</b>	
4.1.2 Gambaran dan Ruang Lingkup PT. Stainless Steel Primavalve Maju Bersama	<b>Error! Bookmark not defined.</b>
.....	
4.1.3 Visi dan Misi PT. Stainless Steel Primavalve Maju Bersama	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
4.1.4 Divisi <i>Marketing communication</i> PT. Stainless Steel Primavalve Maju Bersama	<b>Error! Bookmark not defined.</b>
.....	
4.1.5 Media Sosial PT. Stainless Steel Primavalve Maju Bersama	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
4.2 Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
4.2.1 Strategi <i>Public Relations</i> dalam Mendefinisikan Masalah & Peluang	<b>Error! Bookmark not defined.</b>
<b>Bookmark not defined.</b>	
4.2.2 Strategi <i>Public Relations</i> dalam Merencanakan Program.	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
4.2.3 Strategi <i>Public Relations</i> dalam Komunikasi	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
4.2.4 Strategi <i>Public Relations</i> dalam Evaluasi	<b>Error! Bookmark not defined.</b>
<b>defined.</b>	
BAB V .....	<b>Error! Bookmark not defined.</b>
PEMBAHASAN PENELITIAN.....	<b>Error! Bookmark not defined.</b>
5.1 Pembahasan.....	<b>Error! Bookmark not defined.</b>

5.1.1 Strategi <i>Public Relations</i> Divisi <i>Marketing Communications</i> PT. Stainless Steel Primavalve Maju Bersama Membangun citra	<b>Error! Bookmark not defined.</b>
5.2 Strategi Pemanfaatan Media Sosial Divisi <i>Marketing Comuunication</i> PT. Stainless Steel Primavalve Maju Bersama.....	<b>Error! Bookmark not defined.</b>
BAB VI.....	<b>Error! Bookmark not defined.</b>
PENUTUP.....	<b>Error! Bookmark not defined.</b>
6. 1 Kesimpulan.....	<b>Error! Bookmark not defined.</b>
6.2 Saran.....	<b>Error! Bookmark not defined.</b>
6.2.1 Saran Praktis.....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA.....	<b>Error! Bookmark not defined.</b>
LAMPIRAN.....	<b>Error! Bookmark not defined.</b>

## DAFTAR GAMBAR

<b>Gambar 1</b> Pengguna Media Sosial di Indonesia.....	2
<b>Gambar 2</b> : Instagram PT. Stainless Steel Primavalve Majubersama.....	6
<b>Gambar 3</b> : Skema Teori "The Four-Step Public Relations Process".....	15
<b>Gambar 4</b> : Logo Perusahaan PT. Stainless Steel Primavalve Maju Bersama.....	34
<b>Gambar 5</b> : Instagram PT. Stainless Steel Primavalve Maju Bersama.....	49
<b>Gambar 6</b> : Instagram digital influencer PT. Stainless Steel Primavalve Maju Bersama.....	51
<b>Gambar 7</b> : Grup Whatsapp <i>Digital Influencer</i> PT. Stainless Steel Primavalve Maju Bersama.....	63

**DAFTAR TABEL**

**Tabel 1** Penelitian Terdahulu.....10

## DAFTAR BAGAN

<b>Bagan 1</b> Kerangka Berfikir.....	27
<b>Bagan 2</b> Struktur divisi <i>marketing communications</i> PT. Stainless Steel Primavalve MajuBersama.....	37