

## Daftar Isi

TANDA PERSETUJUAN SIDANG SKRIPSI .....	<b>Error! Bookmark not defined.</b>
Halaman Pengesahan .....	<b>Error! Bookmark not defined.</b>
Kata Pengantar .....	<b>Error! Bookmark not defined.</b>
Daftar Isi .....	1
Daftar Gambar .....	3
Daftar Tabel .....	1
Bab I PENDAHULUAN.....	<b>Error! Bookmark not defined.</b>
1.1. Latar Belakang .....	<b>Error! Bookmark not defined.</b>
1.2. Rumusan Masalah .....	<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 teoritis .....	<b>Error! Bookmark not defined.</b>
1.4.2. Manfaat praktis .....	<b>Error! Bookmark not defined.</b>
Bab II TINJAUAN PUSTAKA .....	<b>Error! Bookmark not defined.</b>
2.1. Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
2.2. Konsep Dasar Humas .....	<b>Error! Bookmark not defined.</b>
2.2.1. Pengertian Humas .....	<b>Error! Bookmark not defined.</b>
2.2.2. Fungsi Humas .....	<b>Error! Bookmark not defined.</b>
2.2.3. Tujuan Humas .....	<b>Error! Bookmark not defined.</b>
2.2.4. Kegiatan Humas.....	<b>Error! Bookmark not defined.</b>
2.3. Customer Relations .....	<b>Error! Bookmark not defined.</b>
2.3.1. Pengertian Customer Relation .....	<b>Error! Bookmark not defined.</b>
2.3.2. Strategi Customer Relation .....	<b>Error! Bookmark not defined.</b>
2.3.3. Dimensi Customer Relation .....	<b>Error! Bookmark not defined.</b>
2.3.4. Karakteristik Customer Relation.....	<b>Error! Bookmark not defined.</b>
2.4. Kerangka Berfikir.....	<b>Error! Bookmark not defined.</b>
Bab III Metode Penelitian .....	<b>Error! Bookmark not defined.</b>
3.1. Metode Penelitian.....	<b>Error! Bookmark not defined.</b>
3.2. Tempat dan Waktu Penelitian .....	<b>Error! Bookmark not defined.</b>
3.3. Sumber Data.....	<b>Error! Bookmark not defined.</b>

3.3.1	Key Informan .....	<b>Error! Bookmark not defined.</b>
3.3.2	Informan.....	<b>Error! Bookmark not defined.</b>
3.4	Teknik Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
3.5	Teknik Keabsahan data .....	<b>Error! Bookmark not defined.</b>
3.6	Teknik Analisa Data.....	<b>Error! Bookmark not defined.</b>
<b>Bab IV HASIL PENELITIAN.....</b>		
4.1	Gambaran Umum Tempat Penelitian.....	<b>Error! Bookmark not defined.</b>
4.2	Proses Pelayanan .....	<b>Error! Bookmark not defined.</b>
4.3	Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
4.3.1	Pelayanan yang diberikan PT. COSCO SHIPPING LINES INDOENSIA.....	53
4.3.2	Strategi membangun kedekatan dengan pelanggan.....	61
4.3.3	Hambatan dan Solusi Dalam Customer Relation.....	64
<b>BAB V PEMBAHASAN.....</b>		
5.1	Membangun Hubungan Melalui Pelayan yang terbaik ( <i>service of Excellence</i> )	<b>Error! Bookmark not defined.</b>
5.2	Pemaksimalan Teknologi Informasi dalam membangun hubungan dengan pelanggan	<b>Error! Bookmark not defined.</b>
5.3	Strategi membangun kedekatan dengan pelanggan ( <i>Good relationship</i> )	<b>Error! Bookmark not defined.</b>
5.4	Hambatan dan Solusi dalam membangun hubungan dengan pelanggan	<b>Error! Bookmark not defined.</b>
<b>BAB VI PENUTUP.....</b>		
6.1	Kesimpulan.....	<b>Error! Bookmark not defined.</b>
6.2	Saran.....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA .....</b>		
<b>Pedoman Wawancara.....</b>		

## Daftar Gambar

Gambar 2.1	Kerangka Pemikiran.....	24
Gambar 4.1	Logo Perusahaan.....	36
Gambar 4.2	<i>General Purpose Container 20'</i> .....	43
Gambar 4.3	<i>General Purpose Container 40'</i> .....	44
Gambar 4.4	<i>Open Top Container 20'</i> .....	44
Gambar 4.5	<i>Reefer Container 20'</i> .....	45
Gambar 4.6	<i>Flatrack Container 20'</i> .....	46
Gambar 4.7	Alur Pelayanan <i>Online Booking</i> .....	48
Gambar 4.8	Proses <i>Booking Online</i> .....	49
Gambar 4.9	<i>Final Shipping Instruction</i> .....	50
Gambar 4.10	Dokumen <i>Bill of Lading dan Amendment Request</i> .....	51
Gambar 4.11	<i>Monitoring Cargo</i> .....	52

## Daftar Tabel

Tabel 1.1	<i>Top 25 Customer Performance 2021</i> .....	3
Tabel 2.1	Peneletian Terdahulu.....	6
Tabel 5.1	Pelayanan B/L Sebelum dan Sesudah system <i>online</i> .....	67