DAFTAR ISI

HALAMAN PENGESAHAN ..... **ERROR! BOOKMARK NOT DEFINED.**

KATA PENGANTAR ..... **ERROR! BOOKMARK NOT DEFINED.**

BAB I PENDAHULUAN ..... **ERROR! BOOKMARK NOT DEFINED.**

1.1 Latar Belakang Penelitian ..... **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 Kajian Terdahulu ..... **Error! Bookmark not defined.**
2.2 Kajian Pustaka ..... **Error! Bookmark not defined.**
2.2.1 Teori AIDDA ..... **Error! Bookmark not defined.**
2.2.2 Teori Aplikatif ..... **Error! Bookmark not defined.**
2.2.3 Operational Konseptual ..... **Error! Bookmark not defined.**
2.3. Kerangka Pemikiran ..... **Error! Bookmark not defined.**

BAB III METODOLOGI PENELITIAN **ERROR! BOOKMARK NOT DEFINED.**

3.1. Paradigma Penelitian ..... **Error! Bookmark not defined.**
3.2. Metode penelitian ..... **Error! Bookmark not defined.**
3.3. Jenis data ..... **Error! Bookmark not defined.**
3.3.1 Data Primer ..... **Error! Bookmark not defined.**
3.3.2 Data Sekunder ..... **Error! Bookmark not defined.**
3.4. Sumber data ..... **Error! Bookmark not defined.**
3.4.1 Key Informan ..... **Error! Bookmark not defined.**
3.4.2 Informan ..... **Error! Bookmark not defined.**
3.5. Teknik pengumpulan data ..... **Error! Bookmark not defined.**
3.5.1 Wawancara ..... **Error! Bookmark not defined.**
3.5.2 Observasi ..... **Error! Bookmark not defined.**
3.5.3 Dokumentasi ..... **Error! Bookmark not defined.**
3.6. Teknik Analisis Data ..... **Error! Bookmark not defined.**
3.7. Waktu Pengambilan Data ..... **Error! Bookmark not defined.**
3.8. Uji Keabsahan Data ..... **Error! Bookmark not defined.**

BAB IV ..... **ERROR! BOOKMARK NOT DEFINED.**

HASIL PENELITIAN ..... **ERROR! BOOKMARK NOT DEFINED.**

4.1 Subjek Penelitian ..... **Error! Bookmark not defined.**
4.1.1 Visi dan Misi ..... **Error! Bookmark not defined.**
4.1.2 Struktur Organisasi ..... **Error! Bookmark not defined.**
4.2 Hasil Penelitian..... **Error! Bookmark not defined.**
4.2.2 Hasil Analisis Data ..... **Error! Bookmark not defined.**
4.2.3 Analisis Instagram..... **Error! Bookmark not defined.**

BAB V.....**ERROR! BOOKMARK NOT DEFINED.**

PEMBAHASAN HASIL PENELITIAN .**ERROR! BOOKMARK NOT DEFINED.**

5.1 Strategi Konten Instagram SMK Satria kampanye digital Melalui Content **Error! Bookmark not defined.**
5.3 Visualisasi Kegiatan Sekolah SMK satria dalam Melakukan Kampanye Digital ..... **Error! Bookmark not defined.**

BAB VI .....**ERROR! BOOKMARK NOT DEFINED.**

KESIMPULAN .....**ERROR! BOOKMARK NOT DEFINED.**

6.1 Kesimpulan ..... **Error! Bookmark not defined.**
6.2 Saran ..... **Error! Bookmark not defined.**

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