

DAFTAR ISI

SURAT PERNYATAAN	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL.....	3
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
Latar Belakang.....	Error! Bookmark not defined.
Rumusan Masalah	Error! Bookmark not defined.
Tujuan Penelitian.....	Error! Bookmark not defined.
Manfaat Penelitian	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
TINJAUAN PUSTAKA	Error! Bookmark not defined.
2.1. Penelitian Terdahulu	Error! Bookmark not defined.
2.2. Grand Theory	Error! Bookmark not defined.
2.2.1 Teori Kepemimpinan	Error! Bookmark not defined.
2.2.2 Teori Semiotika	Error! Bookmark not defined.
2.2.3 Manajemen Pemasaran Jasa.....	Error! Bookmark not defined.
2.2.4 Komunikasi dalam Organisasi	Error! Bookmark not defined.
2.3.1 Pengertian Strategi.....	Error! Bookmark not defined.
2.3.2 Pengertian Taktik.....	Error! Bookmark not defined.
2.3.3 Komunikasi Bisnis.....	Error! Bookmark not defined.
2.3.4 Strategi Komunikasi Bisnis	Error! Bookmark not defined.
2.3.5 Pengertian penjualan	Error! Bookmark not defined.
2.3. Kerangka Pemikiran	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
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 SWOT Analysis.....	Error! Bookmark not defined.
3.4. Jenis Data.....	Error! Bookmark not defined.

3.4.1.	Data Primer	Error! Bookmark not defined.
3.4.2.	Data Sekunder	Error! Bookmark not defined.
3.5.	Bahan Penelitian	Error! Bookmark not defined.
3.6.	Sumber Data	Error! Bookmark not defined.
3.6.1.	Key Informan.....	Error! Bookmark not defined.
3.6.2.	Informan	Error! Bookmark not defined.
3.7.	Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.8.	Uji Keabsahan Data	Error! Bookmark not defined.
3.9.	Teknik Analisis Data.....	Error! Bookmark not defined.
HASIL PENELITIAN.....		Error! Bookmark not defined.
4.1.	Gambaran Umum Bengkel SHOC+	Error! Bookmark not defined.
4.1.2	Bengkel SHOC+ Sebagai Komunikator	Error! Bookmark not defined.
4.1	Alur Pembahasan Penelitian.....	Error! Bookmark not defined.
4.2	Kutipan Wawancara Mendalam Strategi dan Taktik Komunikasi Bisnis Bengkel SHOC+	Error! Bookmark not defined.
BAB V		Error! Bookmark not defined.
PEMBAHASAN		Error! Bookmark not defined.
5.1.	Strategi dan Taktik Komunikasi Bisnis	Error! Bookmark not defined.
5.1.1.	Pengertian Strategi dan Taktik Komunikasi Bisnis.....	Error! Bookmark not defined.
5.1.2.	Analisis SWOT Sebagai Langkah Menentukan Strategi dan Taktik Komunikasi Bisnis Bengkel SHOC+	Error! Bookmark not defined.
5.1.3.	Strategi dan Taktik Komunikasi Bisnis Bengkel SHOC+ Dalam Penjualan Jasa.....	Error! Bookmark not defined.
5.2	Alasan Bengkel SHOC+ Melakukan Strategi dan Taktik Komunikasi Bisnis Dalam Penjualan Jasa	Error! Bookmark not defined.
BAB VI		Error! Bookmark not defined.
PENUTUP.....		Error! Bookmark not defined.
6.1.	Kesimpulan	Error! Bookmark not defined.
DAFTAR PUSTAKA.....		Error! Bookmark not defined.
LAMPIRAN.....		Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 2. 2 Strategi Pemasaran Jasa	Error! Bookmark not defined.
Gambar 4. 1 Tampilan Instagram Bengkel SHOC+	62

DAFTAR TABEL

Tabel 2. 1 Tabel Persamaan dan Perbedaan dengan Penelitian Terdahulu **Error! Bookmark not defined.**

Tabel 2. 2 Kerangka Pemikiran..... **Error! Bookmark not defined.**