

DAFTAR ISI

SKRIPSI	Error! Bookmark not defined.
TANDA PERSETUJUAN SIDANG	Error! Bookmark not defined.
HALAMAN PENGESAHAN SKRIPSI	Error! Bookmark not defined.
SURAT PERNYATAAN KEASLIAN	Error! Bookmark not defined.
HALAMAN TANDA PERSETUJUAN SKRIPSI	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	3
DAFTAR GAMBAR	4
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	Error! Bookmark not defined.
2.2.1 Strategi Komunikasi	Error! Bookmark not defined.
2.2.2 Model Komunikasi	Error! Bookmark not defined.
2.3 Model Komunikasi	Error! Bookmark not defined.
2.4 Citra	Error! Bookmark not defined.
2.5 Kerangka Pemikiran	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.

1. Metode Penelitian	Error! Bookmark not defined.
2. Paradigma Penelitian	Error! Bookmark not defined.
3. Sumber Data	Error! Bookmark not defined.
3.3.1 Key Informan	Error! Bookmark not defined.
4. Teknik Pengumpulan Data	Error! Bookmark not defined.
5. Analisis Data	Error! Bookmark not defined.
6. Keabsahan Data.....	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN	Error! Bookmark not defined.
BAB V PEMBAHASAN.....	Error! Bookmark not defined.
BAB VI KESIMPULAN DAN SARAN.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	4
Tabel 3. 1 Tipe-Tipe Dasar Desain Studi Kasus	14
Tabel 3. 2 List Responden Wawancara	15

DAFTAR GAMBAR

Gambar 2. 1 Diagram Proses Pembentukan Citra

10

Gambar 2. 2 Model Kerangka Pemikiran

11