

DAFTAR ISI

HALAMAN PERNYATAAN.....	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT.....	Error! Bookmark not defined.
BAB 1.....	Error! Bookmark not defined.
PENDAHULUAN.....	Error! Bookmark not defined.
1.1.LATAR BELAKANG.....	Error! Bookmark not defined.
1.2.RUMUSAN PENELITIAN.....	Error! Bookmark not defined.
1.3.TUJUAN PENELITIAN.....	Error! Bookmark not defined.
1.4.MANFAAT PENELITIAN.....	Error! Bookmark not defined.
BAB 2.....	Error! Bookmark not defined.
TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
2.1.PENELITIAN TERDAHULU.....	Error! Bookmark not defined.
LANDASAN TEORI	Error! Bookmark not defined.
2.2.TEORI AISAS	Error! Bookmark not defined.
2.3.KESADARAN MEREK	Error! Bookmark not defined.
2.3.1.KESADARAN PROMOSI.....	Error! Bookmark not defined.
2.3.2.PROMOSI.....	Error! Bookmark not defined.
2.4.MEDIA SOSIAL.....	Error! Bookmark not defined.
2.4.1.INSTAGRAM.....	Error! Bookmark not defined.
2.4.2.INSTAGRAM ADS	Error! Bookmark not defined.
2.5.DAYA TARIK PROMOSI	Error! Bookmark not defined.
2.6.OPERASIONALISASI VARIABEL	Error! Bookmark not defined.
2.7.KERANGKA PEMIKIRAN.....	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
METODOLOGI PENELITIAN	Error! Bookmark not defined.
3.1.PARADIGMA PENELITIAN	Error! Bookmark not defined.
3.2.JENIS PENELITIAN	Error! Bookmark not defined.
3.3.BAHAN PENELITIAN	Error! Bookmark not defined.
3.4.SUMBER DATA POPULASI DAN SAMPEL.....	Error! Bookmark not defined.
3.4.1.POPULASI	Error! Bookmark not defined.
3.4.2.SAMPEL	Error! Bookmark not defined.

3.4.3.TEKNIK SAMPLING	Error! Bookmark not defined.
3.5.TEKNIK PENGUMPULAN DATA.....	Error! Bookmark not defined.
3.6.UJI VALIDITAS.....	Error! Bookmark not defined.
3.6.1.HASIL UJI VALIDITAS	Error! Bookmark not defined.
3.7.UJI RELIABILITAS	Error! Bookmark not defined.
3.7.1. HASIL UJI RELIABILITAS.....	Error! Bookmark not defined.
3.8.TEKNIK ANALISIS DATA	Error! Bookmark not defined.
3.8.1 PENGOLAHAN DATA	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
HASIL DAN PEMBAHASAN	Error! Bookmark not defined.
4.1.GAMBARAN UMUM OBJEK PENELITIAN.....	Error! Bookmark not defined.
4.1.1.PROFIL PERUSAHAAN	Error! Bookmark not defined.
4.1.2.VISI DAN MISIS PERUSAHAAN	Error! Bookmark not defined.
4.1.3.LOGO BRAND NAH PROJECT	Error! Bookmark not defined.
4.2.ANALISIS DESKRIPTIF.....	Error! Bookmark not defined.
4.3. ANALISIS HASIL PENELITIAN	Error! Bookmark not defined.
4.3.1. INTERVAL KELAS Variabel X	Error! Bookmark not defined.
4.3.2.INTERVAL VARIABEL Y	Error! Bookmark not defined.
4.4.ANALISIS REGRESI LINEAR SEDERHANA	Error! Bookmark not defined.
4.4.1.PERSAMAAN REGRESI LINEAR SEDERHANA	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
PEMBAHASAN	Error! Bookmark not defined.
5.1. ANALISA KESADARAN PROMOSI TERHADAP DAYA TARIK PROMOSI	Error! Bookmark not defined.
5.2. PERBANDINGAN DENGAN PENELITIAN TERDAHULU	Error! Bookmark not defined.
BAB VI	Error! Bookmark not defined.
PENUTUP.....	Error! Bookmark not defined.
6.1.KESIMPULAN	Error! Bookmark not defined.
6.2.SARAN.....	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.