

## **DAFTAR ISI**

ABSTRAK.....	I-I
KATA PENGANTAR.....	II-III
DAFTAR ISI.....	IV-VI
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang penelitian.....	1-3
1.2 Fokus Penelitian .....	3-4
1.3 Tujuan Penelitian .....	5
1.4 Manfaat Penelitian.....	5-6
BAB II TINJAUAN PUSTAKA .....	7
II.1 Iklan dan Periklanan .....	7-8
II.1.1 Definisi iklan .....	7
II.1.2 Definisi Periklanan.....	8
II.2 Fungsi Periklanan.....	9-10
II.3 Tujuan Peiklanan.....	11-12
II.4 Media Periklanan .....	12-14
II.5 Media Massa,,,,".....	14
II.5.I Karakteristik Media Online .....	15
II.6 Social Media,,,,".....	15
II.6.1 Pengertian Social Media .....	15-16
II.6.2 Manfaat Social Media .....	16-18
II.6.3 Macam – Macam Social Media .....	18-20
II.7 Instagram,,,,".....	20-21
II.7.1 Peran instagram .....	21-23

II.7.1I Peran Gambar dan Video .....	23-24
BAB III Metode Penelitian .....	25
III.1 Metode Penelitian .....	25
III.2 Desain Penelitian .....	25-26
III.3 Sumber Data.....	27-28
III.4 Informan dan Key Informan.....	28
III.5 Teknik Pengumpulan Data.....	28-39
III.5.1 Data Primer.....	29-33
III.5.2 Data Sekunder.....	33
III.6 Keabsahan Data.....	33-36
III.7 Analisis Data.....	36-37
BAB IV PEMBAHASAN.....	38
IV.1 Subyek Penelitian.....	38
IV.2 Profil Eleven Trees Cafe .....	38-40
IV.3 Hasil Penelitian .....	40
IV.4 Peran Instagram .....	40
IV.4.1 Fokus Instagram.....	40-42
IV.5 Strategi Content Instagram.....	43
IV.5.1 Content visual gambar dan video.....	43-45
IV.5.2 Scheduling Strategi.....	45-46
IV.6 Efektivitas Peran Instagram.....	46-48
BAB V KESIMPULAN.....	49
V.1 Kesimpulan.....	49
V.2 Saran.....	49-50

**DAFTAR PUSTAKA**

**DAFTAR RIWAYAT HIDUP**

Lampiran-1 : Social Media Eleven Trees Cafe Instagram

Lampiran-2 : Social Media Eleven Trees Cafe Facebook, Twitter dan Youtube

Lampiran 3 : TRANSKRIP WAWANCARA KEY INFORMAN

Lampiran 4 : TRANSKRIP WAWANCARA INFORMAN I

Lampiran 4 : TRANSKRIP WAWANCARA INFORMAN II

## **DAFTAR TABEL**

Tabel 1 : Tipe-Tipe Dasar Desain Studi Kasus.....24