

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR TABEL	4
DAFTAR GAMBAR	5
BAB I	Error! Bookmark not defined.
PEMBAHASAN	Error! Bookmark not defined.
1.1 Konteks Penelitian	Error! Bookmark not defined.
1.2 Fokus Penelitian/Pertanyaan Penelitian	Error! Bookmark not defined.
1.2.1 Pertanyaan Penelitian	Error! Bookmark not defined.
1.3 Tujuan dan Kegunaan penelitian	Error! Bookmark not defined.
1.3.1 Tujuan Penelitian	Error! Bookmark not defined.
1.3.2 Kegunaan Penelitian	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
KAJIAN LITERATUR	Error! Bookmark not defined.
2.1 Kajian Literatur	Error! Bookmark not defined.
2.2.1 Review Penelitian Sejenis	Error! Bookmark not defined.
2.2 Kerangka Konseptual	Error! Bookmark not defined.
2.2.1 Komunikasi Pemasaran	Error! Bookmark not defined.
2.2.1.1 Komunikasi Pemasaran <i>Online</i>	Error! Bookmark not defined.
2.2.1.2 Strategi Komunikasi Pemasaran	Error! Bookmark not defined.
2.2.1.3 Tahap-tahap Strateg Komunikasi Pemasaran ..	Error! Bookmark not defined.
2.2.2 Promosi	Error! Bookmark not defined.

2.2.2.1	Kegiatan Promosi	Error! Bookmark not defined.
2.2.2.2	Langkah Pengembanagan Komunikasi	Error! Bookmark not defined.
2.2.2.3	Bauran Promosi	Error! Bookmark not defined.
2.2.3	Media Sosial	Error! Bookmark not defined.
2.2.3.1	Karakteristik Media Sosial.....	Error! Bookmark not defined.
2.2.3.2	Peran Media Sosial	Error! Bookmark not defined.
2.2.4	Instagram	Error! Bookmark not defined.
2.3	Kerangka Teoritis.....	Error! Bookmark not defined.
2.3.1	<i>Promotion Mix Theory</i>	Error! Bookmark not defined.
2.4	Kerangka Pemikiran	Error! Bookmark not defined.
	Gambar 2.1 Bagan Kerangka Pemikiran	Error! Bookmark not defined.
BAB III..... Error! Bookmark not defined.		
SUBJEK OBJEK METODOLOGI PEMIKIRAN ... Error! Bookmark not defined.		
3.1	Subjek, Objek, Metodologi Pemikiran	Error! Bookmark not defined.
3.1.1	Subjek Penelitian.....	Error! Bookmark not defined.
3.1.2	Objek Penelitian	Error! Bookmark not defined.
3.1.2.1	Sejarah Perusahaan	Error! Bookmark not defined.
3.1.2.2	Logo.....	Error! Bookmark not defined.
3.1.3	Metodologi Penelitian.....	Error! Bookmark not defined.
3.1.3.1	Desain/Paradigma Penelitian.....	Error! Bookmark not defined.
3.1.3.2	Prosedur Pengumpulan Data.....	Error! Bookmark not defined.
3.1.3.3	Rancangan Analisis Data	Error! Bookmark not defined.
3.1.3.4	Kredibilitas dan Tingkat Kepercayaan Hasil Penelitian	Error! Bookmark not defined.
3.1.4	Membuka akses dan menjalin hubungan dengan subjek penelitian	Error! Bookmark not defined.
3.1.5	Lokasi dan Jadwal Penelitian	Error! Bookmark not defined.
3.1.5.1	Lokasi Penelitian.....	Error! Bookmark not defined.
3.1.5.2	Jadwal Penelitian	Error! Bookmark not defined.

4.1	Deskripsi Profil Informan	Error! Bookmark not defined.
4.2	Hasil Penelitian.....	Error! Bookmark not defined.
4.2.1	Hasil Wawancara	Error! Bookmark not defined.
4.2.2	Periklanan (<i>advertising</i>) Kepiting Nyinyir dalam Strategi Promosi Melalui Media Sosial Instagram	Error! Bookmark not defined.
4.2.3	Promosi Penjualan (<i>sale promotion</i>) Kepiting Nyinyir dalam Strategi Promosi Melalui Media Sosial Instagram	Error! Bookmark not defined.
4.2.4	Penjualan Personal (<i>personal selling</i>) Kepiting Nyinyir dalam Strategi Promosi Melalui Media Sosial	Error! Bookmark not defined.
4.2.5	Pemasaran Langsung Kepiting Nyinyir dalam Strategi Promosi Melalui Media Sosial Instagram	Error! Bookmark not defined.
4.3	Pembahasan.....	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
KESIMPULAN DAN SARAN	Error! Bookmark not defined.
5.1	KESIMPULAN.....	Error! Bookmark not defined.
5.2	SARAN	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.
Lampiran 1 : Riwayat Hidup	Error! Bookmark not defined.
Lampiran 2 Pedoman Wawancara	Error! Bookmark not defined.
Lampiran 3 Dokumentasi	Error! Bookmark not defined.

DAFTAR TABEL

[Tabel 2.1 Review Penelitian Sejenis](#) Error! Bookmark not defined.

[Tabel 3.1 Jadwal Penelitian](#)..... Error! Bookmark not defined.

DAFTAR GAMBAR

[Gambar 2.1 Bagan Kerangka Pemikiran](#) Error! Bookmark not defined.

[Gambar 3.1 Logo Kepiting Nyinyir](#) Error! Bookmark not defined.

[Gambar 3.2 Analisis Data Miles dan Huberman](#) Error! Bookmark not defined.

[Gambar 4.1 Hashtag Kepiting nyinyir](#) **Error! Bookmark not defined.**

[Gambar 4.2 Promosi buy 1 get 1](#) **Error! Bookmark not defined.**

