

## DAFTAR ISI

|   |                                     |
|---|-------------------------------------|
| <b>LEMBAR PENGESAHAN</b> .....            | Error! Bookmark not defined.        |
| <b>PERNYATAAN</b> .....                   | Error! Bookmark not defined.        |
| <b>MOTTO</b> .....                        | Error! Bookmark not defined.        |
| <b>ABSTRAK</b> .....                      | Error! Bookmark not defined.        |
| <b>ABSTRACT</b> .....                     | Error! Bookmark not defined.        |
| <b>ABSTRAK</b> .....                      | Error! Bookmark not defined.        |
| <b>KATA PENGANTAR</b> .....               | Error! Bookmark not defined.        |
| <b>DAFTAR RIWAYAT HIDUP</b> .....         | Error! Bookmark not defined.        |
| <b>DAFTAR ISI</b> .....                   | <b>1</b>                            |
| <b>DAFTAR TABEL</b> .....                 | Error! Bookmark not defined.        |
| <b>DAFTAR GAMBAR</b> .....                | Error! Bookmark not defined.        |
| <b>DAFTAR LAMPIRAN</b> .....              | Error! Bookmark not defined.        |
| <b>BAB I PENDAHULUAN</b> .....            | Error! Bookmark not defined.        |
| 1.1. Latar Belakang Penelitian .....      | <b>Error! Bookmark not defined.</b> |
| 1.2. Perumusan Masalah.....               | <b>Error! Bookmark not defined.</b> |
| 1.3. Tujuan dan Kegunaan Penelitian.....  | <b>Error! Bookmark not defined.</b> |
| 1.3.1. Tujuan Penelitian .....            | <b>Error! Bookmark not defined.</b> |
| 1.3.2. Kegunaan Penelitian .....          | <b>Error! Bookmark not defined.</b> |
| 1.4. Lokasi dan Lamanya Penelitian .....  | <b>Error! Bookmark not defined.</b> |
| 1.4.1. Lokasi.....                        | <b>Error! Bookmark not defined.</b> |
| 1.4.2. Lamanya Penelitian.....            | <b>Error! Bookmark not defined.</b> |
| <b>BAB II TINJAUAN PUSTAKA</b> .....      | Error! Bookmark not defined.        |
| 2.1. Pemasaran dan Bauran Pemasaran ..... | <b>Error! Bookmark not defined.</b> |
| 2.1.1. Pengertian Pemasaran .....         | <b>Error! Bookmark not defined.</b> |
| 2.1.2. Pengertian Bauran Pemasaran.....   | <b>Error! Bookmark not defined.</b> |
| 2.2. Promosi dan Bauran Promosi .....     | <b>Error! Bookmark not defined.</b> |
| 2.2.1. Pengertian Promosi .....           | <b>Error! Bookmark not defined.</b> |
| 2.2.2. Pengertian Bauran Promosi.....     | <b>Error! Bookmark not defined.</b> |
| 2.3. Kreativitas .....                    | <b>Error! Bookmark not defined.</b> |
| 2.4. Media Sosial .....                   | <b>Error! Bookmark not defined.</b> |
| 2.4.1. Pengertian Media Sosial .....      | <b>Error! Bookmark not defined.</b> |

|   |   |                                     |
|---|---|-------------------------------------|
| 2.4.2.  | Fungsi Media Sosial.....  | <b>Error! Bookmark not defined.</b> |
| 2.5.  | <i>Content Creator</i> .....  | <b>Error! Bookmark not defined.</b> |
| 2.5.1.  | Pengertian <i>Content</i> .....   | <b>Error! Bookmark not defined.</b> |
| 2.5.2.  | Pengertian <i>Content Creator</i> .....   | <b>Error! Bookmark not defined.</b> |
| 2.5.3.  | Tugas <i>Content Creator</i> Menurut (Idris, 2021)  | <b>Error! Bookmark not defined.</b> |
| 2.6.  | TikTok.....   | <b>Error! Bookmark not defined.</b> |
| 2.6.1.  | Pengertian TikTok .....   | <b>Error! Bookmark not defined.</b> |
| 2.6.2.  | Fitur-Fitur Aplikasi TikTok Menurut (Priambodo, 2018) : .....   | <b>Error! Bookmark not defined.</b> |
| 2.7.  | Penjualan .....   | <b>Error! Bookmark not defined.</b> |
| 2.7.1.  | Pengertian Penjualan.....   | <b>Error! Bookmark not defined.</b> |
| 2.7.2.  | Tujuan Penjualan .....  | <b>Error! Bookmark not defined.</b> |
| 2.2.  | Penelitian Terdahulu .....  | <b>Error! Bookmark not defined.</b> |
| 2.3.  | Kerangka Pemikiran .....  | <b>Error! Bookmark not defined.</b> |
| 2.4.  | Hipotesis Penelitian.....   | <b>Error! Bookmark not defined.</b> |
| <b>BAB III METODE PENELITIAN .....</b>        |   | <b>Error! Bookmark not defined.</b> |
| 3.1.  | Metode Penelitian.....  | <b>Error! Bookmark not defined.</b> |
| 3.1.1.  | Pradigma Penelitian .....   | <b>Error! Bookmark not defined.</b> |
| 3.1.2.  | Metode Penelitian .....   | <b>Error! Bookmark not defined.</b> |
| 3.1.3.  | Variabel Penelitian dan <i>Operasionalisasi Variable</i> .....  | <b>Error! Bookmark not defined.</b> |
| 3.1.4.  | Teknik Pengumpulan Data.....  | <b>Error! Bookmark not defined.</b> |
| 3.1.5.  | Teknik Analisis Data.....   | <b>Error! Bookmark not defined.</b> |
| <b>BAB IV HASIL PENELITIAN DAN PEMBAHASAN</b> |   | <b>Error! Bookmark not defined.</b> |
| 4.1.  | Gambaran Umum Perusahaan .....  | <b>Error! Bookmark not defined.</b> |
| 4.1.1.  | Gambaran Umum <i>Brand</i> Atva Bags  | <b>Error! Bookmark not defined.</b> |
| 4.1.2.  | Struktur Organisasi CV. KJB Bandung .....   | <b>Error! Bookmark not defined.</b> |
| 4.2.  | Kegiatan-kegiatan <i>Content Creator</i> TikTok Dan Kondisi Penjualan <i>Brand</i> Atva Bags Pada CV. KJB Bandung ..... | <b>Error! Bookmark not defined.</b> |
| 4.2.1.  | Kegiatan-kegiatan <i>Content Creator</i> .  | <b>Error! Bookmark not defined.</b> |
| 4.2.2.  | Mengumpulkan Ide Dan Konsep .....   | <b>Error! Bookmark not defined.</b> |
| 4.2.3.  | Telaah <i>Audiens</i> Untuk Meningkatkan Kualitas <i>Content</i> .....  | <b>Error! Bookmark not defined.</b> |
| 4.2.4.  | Evaluasi Ulang Content Yang Sudah Ditayangkan .....   | <b>Error! Bookmark not defined.</b> |

|                          |   |                                     |
|--------------------------|---|-------------------------------------|
| 4.2.5.                   | Mengikuti <i>Trend</i> Yang Sedang <i>Viral</i> .....   | <b>Error! Bookmark not defined.</b> |
| 4.2.6.                   | Menghasilkan <i>Content</i> Yang Berkualitas .....  | <b>Error! Bookmark not defined.</b> |
| 4.2.7.                   | Resume Tanggapan Responden Mengenai Variabel X ( <i>Content Creator</i> ). .....  | <b>Error! Bookmark not defined.</b> |
| 4.2.8.                   | Kondisi Penjualan <i>Brand</i> Atva Bags Pada CV. KJB Bandung   | <b>Error! Bookmark not defined.</b> |
| 4.2.9.                   | Mencapai Volume Penjualan .....   | <b>Error! Bookmark not defined.</b> |
| 4.2.10.                  | Mendapatkan Laba .....  | <b>Error! Bookmark not defined.</b> |
| 4.2.11.                  | Menunjang Pertumbuhan Perusahaan .....  | <b>Error! Bookmark not defined.</b> |
| 4.2.12.                  | Resume Tanggapan Responden Mengenai Variabel Y (Penjualan)  | <b>Error! Bookmark not defined.</b> |
| 4.3.                     | Seberapa Besar Pengaruh <i>Content Creator</i> TikTok Terhadap Target Penjualan <i>Brand</i> Atva Bags Pada CV. KJB Bandung ..... | <b>Error! Bookmark not defined.</b> |
| 4.3.1.                   | Pengujian Instrumen Penelitian .....  | <b>Error! Bookmark not defined.</b> |
| 4.3.2.                   | Analisis Data .....   | <b>Error! Bookmark not defined.</b> |
| 4.4.                     | Hambatan dan Upaya Pada Perusahaan CV. KJB Bandung .....  | <b>Error! Bookmark not defined.</b> |
| 4.4.1.                   | Hambatan-Hambatan Yang Dihadapi Oleh CV. KJB Bandung  | <b>Error! Bookmark not defined.</b> |
| 4.4.2.                   | Usaha-Usaha Yang Dilakukan Oleh CV. KJB Bandung .....   | <b>Error! Bookmark not defined.</b> |
| <b>BAB V</b>             | <b>KESIMPULAN DAN SARAN</b> .....   | <b>Error! Bookmark not defined.</b> |
| 5.1.                     | Kesimpulan.....   | <b>Error! Bookmark not defined.</b> |
| 5.2.                     | Saran.....  | <b>Error! Bookmark not defined.</b> |
| <b>DAFTAR PUSTAKA</b>    | .....   | <b>Error! Bookmark not defined.</b> |
| <b>LAMPIRAN-LAMPIRAN</b> | .....   | <b>Error! Bookmark not defined.</b> |