

DAFTAR ISI

LEMBAR PERSETUJUAN	Error! Bookmark not defined.
SURAT PERNYATAAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR TABEL	Error! Bookmark not defined.
DAFTAR LAMPIRAN	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian	Error! Bookmark not defined.
1.2 Fokus Penelitian dan Pertanyaan Penelitian	Error! Bookmark not defined.
1.2.1 Fokus penelitian	Error! Bookmark not defined.
1.2.2 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 KAJIAN PUSTAKA DAN KERANGKA PEMIKIRAN	Error! Bookmark not defined.
defined.	
2.1 Kajian Literatur.....	Error! Bookmark not defined.
2.1.1 Review Penelitian Sejenis.....	Error! Bookmark not defined.
2.2 Kerangka Konseptual.....	Error! Bookmark not defined.
2.2.1 Komunikasi	Error! Bookmark not defined.
2.2.1.1 Definisi Komunikasi.....	Error! Bookmark not defined.
2.2.1.2 Proses Komunikasi	Error! Bookmark not defined.
2.2.1.3 Unsur-Unsur Komunikasi.....	Error! Bookmark not defined.

2.2.1.4 Fungsi Komunikasi.....	Error! Bookmark not defined.
2.2.1.5 Jenis-Jenis Komunikasi	Error! Bookmark not defined.
2.2.1.6 Hambatan Komunikasi	Error! Bookmark not defined.
2.2.2 Strategi	Error! Bookmark not defined.
2.2.2.1 Strategi Komunikasi	Error! Bookmark not defined.
2.2.2.2 Definisi Strategi Komunikasi	Error! Bookmark not defined.
2.2.2.3 Fungsi Strategi Komunikasi	Error! Bookmark not defined.
2.2.3 Komunikasi Persuasif.....	Error! Bookmark not defined.
2.2.3.1 Pengertian Komunikasi Persuasif.....	Error! Bookmark not defined.
2.2.3.2 Tujuan Komunikasi Persuasif.....	Error! Bookmark not defined.
2.2.3.3 Faktor-Faktor Komunikasi Persuasif..	Error! Bookmark not defined.
2.2.3.4 Elemen Komunikasi Persuasif.....	Error! Bookmark not defined.
2.2.3.5 Model Komunikasi Persuasif.....	Error! Bookmark not defined.
2.2.3.6 Tahapan-Tahapan Komunikasi Persuasif	Error! Bookmark not defined.
2.2.3.7 Hambatan Komunikasi Persuasif.....	Error! Bookmark not defined.
2.2.3.8 Efektivitas Komunikasi Persuasif.....	Error! Bookmark not defined.
2.3 Kerangka Pemikiran.....	Error! Bookmark not defined.
2.4 Profile Perusahaan PT. Apm Leaf Springs Indonesia	Error! Bookmark not defined.
2.4.1 Sejarah Perusahaan.....	Error! Bookmark not defined.
2.4.2 Deskripsi Bisnis.....	Error! Bookmark not defined.
2.4.3 Visi dan Misi	Error! Bookmark not defined.
2.4.4 Struktur Organisasi.....	Error! Bookmark not defined.
2.5 Sejarah Serikat Pekerja	Error! Bookmark not defined.
2.5.1 Visi & Misi Serikat Pekerja	Error! Bookmark not defined.
2.5.2 Struktur Organisasi Serikat Pekerja	Error! Bookmark not defined.
BAB III SUBJEK, OBJEK DAN METODOLOGI	Error! Bookmark not defined.
3.1 Subjek Penelitian	Error! Bookmark not defined.

3.2	Objek Penelitian.....	Error! Bookmark not defined.
3.3	Metodologi Penelitian.....	Error! Bookmark not defined.
3.4	Desain/Paradigma Penelitian	Error! Bookmark not defined.
3.5	Prosedur Pengumpulan Data.....	Error! Bookmark not defined.
3.6	Rancangan Analisis Data	Error! Bookmark not defined.
3.7	Kredibilitas dan Tingkat Kepercayaan Hasil Penelitian	Error! Bookmark not defined.
3.8	Membuka Akses dan Menjalinkan Hubungan Dengan Subjek Penelitian	Error! Bookmark not defined.
	Bookmark not defined.	
3.9	Lokasi dan Jadwal Penelitian.....	Error! Bookmark not defined.
3.9.1	Lokasi Penelitian	Error! Bookmark not defined.
3.9.2	Jadwal penelitian	Error! Bookmark not defined.
4.1	Hasil Penelitian	Error! Bookmark not defined.
4.1.1	Tujuan Persuasi PT. Apm Leaf Springs Indonesia dengan Serikat Pekerja	Error! Bookmark not defined.
	Bookmark not defined.	
4.1.2	Identifikasi Kategori Sasaran PT. Apm Leaf Springs Indonesia dengan Serikat Pekerja.....	Error! Bookmark not defined.
4.1.3	Perumusan Strategi PT. Apm Leaf Springs Indonesia dengan Serikat Pekerja	Error! Bookmark not defined.
4.2	Hasil Pembahasan	Error! Bookmark not defined.
4.2.1	Tujuan Persuasi	Error! Bookmark not defined.
4.2.2	Identifikasi Kategori Sasaran	Error! Bookmark not defined.
4.2.3	Perumusan Strategi.....	Error! Bookmark not defined.