DAFTAR SINGKATAN

Singkatan	Deskripsi	Halaman pertama kali digunakan
PDB	Produk Domestik Bruto	1
AIDA	*Awareness, Interest, Desire, Action*	7
AHP	*Analytical Hierarchy Process*	9
ANP	*Analytical Network Process*	24
BPS	Badan Pusat Statistik	12
UU	Undang-undang	12
KMK	Keputusan Menteri Keuangan	12
UKM	Usaha Kecil Menengah	12
UK	Usaha Kecil	12
UM	Usaha Menengah	12
IMC	*Integrated Marketing Communication*	14
KPI	*Key Performance Indicator*	17
TOPSIS	*Technique for Others References Similarity to Ideal Solution*	19
CR	*Critical Ratio*	27
CMO	*Chief Marketing Officer*	29
CI	*Consistency Index*	45
RI	*Random Index*	45
CS	*Customer Service*	54
POP	*Point of Purchase*	64
SOP	Standar Operasional Prosedur	88