

## TABLE OF CONTENTS

<b>STATEMENT PAGE .....</b>	<b>i</b>
<b>FOREWORD .....</b>	<b>ii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>ABSTRACT.....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>viii</b>
<b>LIST OF FIGURES .....</b>	<b>ix</b>
<b>CHAPTER I INTRODUCTION.....</b>	<b>1</b>
1.1    Overview of Research Objects .....	1
1.2    Research Background .....	2
1.3    Formulation of the problem.....	7
1.4    Research purposes.....	7
1.5    Benefits of research.....	8
1.5.1    Academic Benefits.....	8
1.5.2    Practical Benefits .....	8
1.6    Systematics of Final Project Writing .....	8
<b>CHAPTER II LITERATURE REVIEW .....</b>	<b>10</b>
2.1    Literature review.....	10
2.1.1    Understanding Digital Marketing.....	10
2.1.2    Benefits of Digital Marketing.....	11
2.1.3    Understanding Goals .....	12
2.1.4    Alternative Digital Marketing Destinations .....	13
2.1.5    Advantages of Digital Marketing .....	14
2.2    Channels in Digital Media.....	15
2.3    Social Media Marketing.....	17
2.4    Characteristics of Social Media .....	18
2.5    Branding.....	19
2.6    Brand Positioning .....	19
2.7    Brand Loyalty.....	21
2.8    Customer Based Brand Equity .....	22
2.9    Research Proposition (Hypothesis).....	22

<b>CHAPTER III RESEARCH METHODS .....</b>	<b>24</b>
3.1    Types of research.....	24
3.2    Variable Operations .....	25
3.3    Research Stage.....	30
3.4    Informant Determination Technique .....	31
3.5    Data Collection & Data Sources.....	31
3.5.1    Primary data .....	31
3.5.2    Secondary Data.....	32
3.6    Triangulation Test .....	32
3.7    Data analysis technique.....	33
<b>CHAPTER IV RESEARCH RESULTS AND DISCUSSION .....</b>	<b>38</b>
4.1    Research result.....	38
4.2    Discussion .....	59
4.2.1    Nestle's Digital Marketing Strategy for Customers in Indonesia ....	59
4.2.2    Brand Loyalty Level of Nestle Customers in Indonesia .....	63
4.2.3    Nestle Brand Position on Customers in Indonesia .....	64
<b>CHAPTER V CONCLUSIONS AND SUGGESTIONS.....</b>	<b>66</b>
5.1    Conclusion.....	66
5.2 Suggestions .....	67
<b>BIBLIOGRAPHY .....</b>	<b>68</b>