

Table of Contents

<i>APPROVAL PAGE</i>	<i>II</i>
<i>FOREWORD</i>	<i>IV</i>
<i>ABSTRAK</i>	<i>VI</i>
<i>ABSTRACT</i>	<i>VII</i>
<i>CHAPTER I</i>	<i>3</i>
<i>INTRODUCTION</i>	<i>3</i>
1.1 Research Background	3
1.2 Problem Formulation	6
1.3 Research Objectives	6
1.4 Benefits of Research	6
1.5 Research Time and Location The research	6
<i>CHAPTER II</i>	<i>8</i>
<i>LITERATURE REVIEW</i>	<i>8</i>
2.1 Literature Review	8
2.1.1 Definition of Marketing Communication	8
2.1.2 Strategy	9
2.1.3 Marketing Communication Strategy	10
2.1.4 Marketing Communication Model	13
2.2 Previous Research	19
2.3 Conceptual Framework	25
2.4 Thinking Framework	26
<i>CHAPTER III</i>	<i>27</i>
<i>RESEARCH METHODS</i>	<i>27</i>
3.1 Research Methods	27
3.1.1 Descriptive Qualitative Research Methods	27
3.1.2 Research Paradigm	27
3.2 Data Collection Methods	28
3.2.1 Observation.....	28
3.2.2 Interviews	28
3.2.3 Documentation	29
3.3 Research Subjects and Objects	29
3.3.1 Research Subjects.....	29
3.3.2 Research Object.....	29
3.3.3 Unit of Analysis.....	29
3.4 Data Analysis Techniques	30
3.4.1 Data Reduction	30
3.4.2 Display of Data.....	30
3.4.3 Data Verification	31
3.5 Data Validation	31
3.5.1 Source	31
3.5.2 Triangulation Method or Technique.....	31
3.5.3 Time.....	31

CHAPTER IV.....	33
RESEARCH RESULTS AND DISCUSSION	33
4.1 Research Results.....	33
4.2 Discussion.....	37
CHAPTER V	44
CONCLUSION & SUGGESTION.....	44
5.1 Conclusion.....	44
5.2 Suggestion	44
BIBLIOGRAPHY.....	45
ATTACHMENT	48