

DAFTAR SINGKATAN

Singkatan	Deskripsi	Halaman pertama muncul
SOSTAC	<i>Situation analysis, Objectives, Strategy, Action, Control</i>	6
SEO	<i>Search Engine Optimization</i>	8
RACE	<i>Reach, Act, Convert, Engage</i>	11
AIDA	<i>Attention, Interest, Desire, Action</i>	11
KPI	<i>Key Performance Indicator</i>	14
SWOT	<i>Strength, Weakness, Opportunities, Threats</i>	15
PEST	<i>Political, Economic, Social, Technology</i>	15
5S	<i>Sell, Serve, Speak, Save, Sizzle</i>	42
SMO	<i>Social media Optimization</i>	50
UGC	<i>User Generated Content</i>	52