

DAFTAR ISI

DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR SINGKATAN DAN LAMBANG.....	Error! Bookmark not defined.
DAFTAR ISTILAH	Error! Bookmark not defined.
BAB I PENDAHULUAN	Error! Bookmark not defined.
I.1 Latar Belakang	Error! Bookmark not defined.
I.2 Perumusan Masalah	Error! Bookmark not defined.
I.3 Tujuan penelitian.....	Error! Bookmark not defined.
I.4 Batasan penelitian	Error! Bookmark not defined.
I.5 Manfaat Penelitian	Error! Bookmark not defined.
I.6 Sistematika penulisan.....	Error! Bookmark not defined.
BAB II LANDASAN TEORI	Error! Bookmark not defined.
II.1 Komunikasi Pemasaran	Error! Bookmark not defined.
II.2 Komunikasi Pemasaran Terpadu	Error! Bookmark not defined.
II.3 <i>Zero-Based Planning</i>	Error! Bookmark not defined.
II.4 Segmenting dan Targeting	Error! Bookmark not defined.
II.5 Perbandingan Metode	Error! Bookmark not defined.
II.6 Studi Literatur Penelitian Sebelumnya	Error! Bookmark not defined.
BAB III METODOLOGI PENELITIAN.....	Error! Bookmark not defined.
III.1 Model Konseptual	Error! Bookmark not defined.
III.2 Sistematika Pemecahan Masalah.....	Error! Bookmark not defined.
III.2.1 Tahap Identifikasi Kebutuhan Data	Error! Bookmark not defined.
III.2.2 Tahap Pengumpulan Data	Error! Bookmark not defined.
III.2.3 Tahap Pengolahan Data	Error! Bookmark not defined.
III.2.4 Tahap Analisis	Error! Bookmark not defined.
III.2.5 Tahap Rekomendasi.....	Error! Bookmark not defined.
III.2.6 Tahap Kesimpulan dan Saran	Error! Bookmark not defined.
BAB IV PENGUMPULAN DAN PENGOLAHAN DATA	Error! Bookmark not defined.
IV.1 Pengumpulan Data	Error! Bookmark not defined.
IV.1.1 Profil MSE	Error! Bookmark not defined.

IV.1.2 Profil Nugget lele Mantap Sangat	Error! Bookmark not defined.
IV.1.3 Komunikasi Pemasaran Nugget Lele ..	Error! Bookmark not defined.
IV.1.4 Data Historis Penjualan Nugget Lele ..	Error! Bookmark not defined.
IV.1.5 STP (Segmenting, Targeting, Positioning).....	Error! Bookmark not defined.
IV.1.6 Hasil Rekapitulasi Survei	Error! Bookmark not defined.
IV.2 Pengolahan Data.....	Error! Bookmark not defined.
IV.2.1 Segmentasi.....	Error! Bookmark not defined.
IV.2.2 <i>Targeting</i>	Error! Bookmark not defined.
IV.2.3 SWOT Nugget lele Mantap Sangat	Error! Bookmark not defined.
IV.2.4 Penentuan <i>Objective</i>	Error! Bookmark not defined.
IV.2.5 Bauran Promosi (Promotion Mix)	Error! Bookmark not defined.
IV.2.6 Menetapkan Ide Kreatif.....	Error! Bookmark not defined.
IV.3 Tahap Analisis.....	Error! Bookmark not defined.
IV.3.1 Rancangan Komunikasi Pemasaran Terpadu <i>Nugget</i> Lele Mantap Sangat.....	Error! Bookmark not defined.
IV.3.2 Analisis dan Estimasi Biaya	Error! Bookmark not defined.
IV.3.3 Analisis Kendala.....	Error! Bookmark not defined.
IV.3.4 Rekomendasi Program.....	Error! Bookmark not defined.
BAB V Kesimpulan dan Saran	Error! Bookmark not defined.
V.I Kesimpulan	Error! Bookmark not defined.
V.2 Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.