

DAFTAR SINGKATAN

Singkatan	Nama	Pemakaian pertama kali pada halaman
AHP	<i>Analytical Hierarchy Process</i>	7
CR	<i>Consistency Ratio</i>	44
IMC	<i>Integrated Marketing Communication</i>	9
KPI	<i>Key Performance Indicator</i>	13
RI	<i>Random Consistency Index</i>	44
SWOT	<i>Strength Weakness Opportunity Threat</i>	30
UKM	Usaha Kecil Menengah	1
4P	<i>Product, Price, Place, Promotion</i>	8
7P	<i>Product, Price, Place, Promotion, People, Process, Physical Evidence</i>	8