

TABLE OF CONTENT

COVER	i
APPROVAL PAGE	ii
DECLARATION OF ORIGANILITY	iii
PREFACE.....	iv
ABSTRAK	vi
ABSTRACT.....	vii
TABLE OF CONTENT.....	viii
LIST OF TABLES.....	x
TABLE OF FIGURES.....	xi
CHAPTER I	1
INTRODUCTION	1
1.1. Research Objective Overview	1
1.2. Research Background.....	10
1.3. Research Questions.....	12
1.4. Research Objectives.....	13
1.5. Research Usability	13
1.6. Systematics of Writing.....	14
CHAPTER II.....	16
LITERATURE REVIEW	16
2.1. Literature Review	16
2.2. Previous Research.....	29
2.3. Theoretical Framework.....	36
CHAPTER III	37
RESEARCH METHODOLOGY	37
3.1. Research Type	37
3.2. Operational Variables	38
3.3. Research Stages.....	42
3.4. Sample.....	44
3.5. Data Collection	45
3.6. Validity.....	47
3.7. Data Analysis Technique.....	49
CHAPTER IV	52
RESEARCH RESULT AND DISCUSSION	52
4.1. Informant Characteristics.....	52
4.2. Research Result.....	53
4.3. Strategic Implementation.....	83
CHAPTER V	101

CONCLUSION AND RECOMMENDATION	101
5.1. Conclusion	101
5.2. Recommendation.....	103
REFERENCES.....	105
ATTACHMENTS	109