

DAFTAR ISI

| | |
|---------------------------------------|------------|
| HALAMAN JUDUL | i |
| HALAMAN PERSETUJUAN | ii |
| HALAMAN PERNYATAAN..... | iii |
| KATA PENGANTAR..... | iv |
| HALAMAN ABSTRAK | vi |
| DAFTAR ISI..... | vii |
| DAFTAR TABEL | xi |
| DAFTAR GAMBAR..... | xi |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang..... | 1 |
| 1.2 Fokus Penelitian..... | 11 |
| 1.3 Tujuan Penelitian | 11 |
| 1.4 Manfaat Penelitian | 11 |
| 1.5 Waktu dan Periode Penelitian..... | 13 |
| BAB II LANDASAN TEORI | 12 |
| 2.1 Penelitian Terdahulu | 14 |
| 2.2 Tinjauan Pustaka..... | 24 |
| 2.2.1 Komunikasi..... | 24 |
| 2.2.1.1 Fungsi Komunikasi | 25 |
| 2.2.1.2 Proses Komunikasi | 25 |
| 2.2.2 Strategi Komunikasi | 26 |
| 2.2.3 Public Relations..... | 34 |

| | |
|---|-----------|
| 2.2.3.1 Tujuan Public Relations..... | 35 |
| 2.2.3.2 Fungsi Public Relations... .. | 36 |
| 2.2.4 Strategi Public Relations..... | 37 |
| 2.2.5 Alat Public Relations | 40 |
| 2.2.6 Media Baru (<i>New Media</i>) | 42 |
| 2.2.7 Media Online | 43 |
| 2.2.8 Media Sosial..... | 45 |
| 2.2.9 Instagram | 47 |
| 2.2.9.1 Fitur-Fitur Instagram..... | 48 |
| 2.2.10 Kerangka Pemikiran | 51 |
| BAB III METODE PENELITIAN | 52 |
| 3.1 Paradigma Penelitian | 52 |
| 3.2 Subjek dan Objek Penelitian..... | 53 |
| 3.2.1 Subjek Penelitian | 53 |
| 3.2.2 Objek Penelitian..... | 53 |
| 3.3 Lokasi Penelitian | 53 |
| 3.4 Unit Analisis Penelitian | 53 |
| 3.5 Informan Penelitian | 55 |
| 3.6 Pengumpulan Data..... | 57 |
| 3.6.1 Data Primer | 57 |
| 3.6.2 Data Sekunder..... | 58 |
| 3.7 Teknik Analisis Data | 58 |
| 3.8 Teknik Keabsahan Data..... | 60 |

| | |
|--------------------------------------|-----------|
| BAB IV PEMBAHASAN..... | 61 |
| 4.1 Karakteristik Informan..... | 61 |
| 4.1.1 Informan Kunci..... | 61 |
| 4.1.2 Informan Ahli... .. | 63 |
| 4.2 Hasil Penelitian..... | 64 |
| 4.2.1 Formative Research... .. | 64 |
| 4.2.2 Strategy... .. | 69 |
| 4.2.3 Tactics... .. | 74 |
| 4.2.4 Evaluative Research... .. | 76 |
| 4.2.5 Isi Informasi Komunikasi... .. | 79 |
| 4.2.6 Bentuk Kreatif Pesan... .. | 82 |
| 4.3 Pembahasan | 84 |
| BAB V SIMPULAN DAN SARAN..... | 87 |
| 5.1 Simpulan..... | 87 |
| 5.2 Saran | 88 |
| DAFTAR PUSTAKA | 89 |
| LAMPIRAN..... | 93 |