

DAFTAR SINGKATAN

Singkatan	Deskripsi	Halaman pertama kali digunakan
PDB	Produk Domestik Bruto	1
AIDA	<i>Awareness, Interest, Desire, Action</i>	7
AHP	<i>Analytical Hierarchy Process</i>	9
ANP	<i>Analytical Network Process</i>	24
BPS	Badan Pusat Statistik	12
UU	Undang-undang	12
KMK	Keputusan Menteri Keuangan	12
UKM	Usaha Kecil Menengah	12
UK	Usaha Kecil	12
UM	Usaha Menengah	12
IMC	<i>Integrated Marketing Communication</i>	14
KPI	<i>Key Performance Indicator</i>	17
TOPSIS	<i>Technique for Others References Similarity to Ideal Solution</i>	19
CR	<i>Critical Ratio</i>	27
CMO	<i>Chief Marketing Officer</i>	29
CI	<i>Consistency Index</i>	45
RI	<i>Random Index</i>	45
CS	<i>Customer Service</i>	54
POP	<i>Point of Purchase</i>	64
SOP	Standar Operasional Prosedur	88