

TABLE OF CONTENTS

ABSTRAK	ii
<i>ABSTRACT</i>	iii
APPROVAL SHEET	iv
STATEMENT OF INTELLECTUAL PROPERTY	v
FOREWORD	vi
TABLE OF CONTENTS.....	vii
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF APPENDICES.....	xiv
LIST OF SYMBOLS AND ABBREVIATIONS	xv
LIST OF GLOSSARIES.....	xvi
CHAPTER I INTRODUCTION.....	1
I.1 Background	1
I.2 Alternative Solutions.....	5
I.3 Problem Formulation	12
I.4 Objectives.....	12
I.5 Benefits	13
I.6 Writing Organization	13
CHAPTER II LITERATURE REVIEW	16
II.1 Marketing Management.....	16
II.1.1 Marketing Mix	16
II.1.2 Digital Marketing	17
II.1.2.1 Social Media Marketing	18
II.1.2.2 Instagram Marketing	18
II.1.2.2.1 Benefits of Instagram Marketing	19
II.1.2.3 Instagram Marketing Communication Success Metrics.....	20
II.1.3 Brand Awareness	20
II.1.4 Industry Statistics	21
II.1.4.1 Population, Sample and Sampling Techniques	22
II.1.5 Product Development.....	24
II.1.5.1 Voice of Customer.....	24
II.2 Selection of Design Standard Methods and Tools.....	25
II.2.1 Comparison Methods	25

II.2.2 Benchmarking	26
II.2.2.1 Objectives and Benefits of Benchmarking	26
II.2.2.1.1 Benchmarking Objectives.....	26
II.2.2.2 Benchmarking Classification.....	27
II.2.2.3 Benchmarking Process Category.....	27
II.2.2.4 Source of Information.....	27
II.2.2.5 How To Obtain Information.....	28
II.2.2.6 Steps of Benchmarking.....	29
II.2.3 Comparison Tool.....	31
II.2.4 Analytic Hierarchy Process (AHP)	31
II.2.4.1 Advantages of AHP	32
II.2.4.2 Disadvantages AHP.....	32
II.2.4.3 Steps of Analytic Hierarchy Process	32
II.3 Identification of Criteria and Sub Criteria	35
II.3.1 Identification of Criteria Attributes.....	35
II.3.2 Criteria and Sub Criteria of Instagram Marketing Communication Media	36
CHAPTER III METHODOLOGY OF DESIGNS	40
III.1 Systematics Designs	40
III.1.1 Data Collection Stage	41
III.1.1.1 Research Instrument.....	42
III.1.1.2 Research Subjects.....	43
III.1.1.3 Determination of Population, Sample, and Research Sample Techniques	43
III.1.2 Integrated System Design	43
III.1.2.1 Design of AHP Questionnaire.....	44
III.1.2.2 AHP Respondents	44
III.1.2.3 Pretest.....	44
III.1.2.4 AHP Questionnaire Distribution	45
III.1.2.5 Recapitulation of Questionnaire Results	45
III.1.2.6 Processing Data Questionnaire Results.....	45
III.1.2.7 Consistency Test	48
III.1.2.8 Performance Observation of Sub-Criteria Partner Benchmark..	48
III.1.2.9 Determination of Best Practices Partner Benchmark.....	49
III.1.2.10 Priority Level Determination	49

III.1.2.11 Gap Identification of Instagram as Marketing Communication	49
III.1.2.12 Determination of Future Performance	50
III.1.2.13 Integrated System Design on Instagram as Marketing Communications	50
III.1.2.14 Verification of Design Results	50
III.1.3 Validation and Evaluation Stages of Design Results.....	51
III.1.3.1 Validation of Design Results	51
III.1.3.2 Evaluation of Design Results	51
III.1.3.3 Analysis and Implementation Plan of Design Results	51
III.1.4 Conclusion and Suggestion Stage.....	51
III.2 Limitations and Assumptions	52
CHAPTER IV INTEGRATED SYSTEM DESIGN	53
IV.1 Data Description.....	53
IV.1.1 Recapitulation of Respondent Data	53
IV.1.2 Data Output and Measurement Scale	54
IV.2 Design Specifications and Design Standards	54
IV.3 Design Process	56
IV.3.1 Determination of Hierarchical Structure	57
IV.3.2 Processing of Questionnaire Results	58
IV.3.2.1 Recapitulation of The Interest Results of Instagram Criteria	58
IV.3.2.2 Recapitulation of The Interest Results of Instagram Sub Criteria.....	58
IV.3.2.3 AHP Questionnaire Data Consistency Test	61
IV.3.2.4 Results of Observation of Sub Criteria Values from Partner Benchmark Performance	63
IV.3.2.5 Determination of Best Practice of P Benchmark Partners	75
IV.3.2.6 Priority Level Determination	78
IV.3.2.7 Gap Identification of Instagram as Marketing Communication Media.....	79
IV.4 Design Results.....	82
IV.5 Verification of Design Results	88
CHAPTER V VALIDATION AND EVALUATION OF DESIGN RESULTS.....	91
V.1 Validation of Design Results.....	91
V.2 Evaluation of Design Results	94
V.3 Analysis and Implementation Plan of Design Results.....	97

V.3.1 Analysis and Implementation Plan of The Feeds Design Results	97
V.3.2 Analysis and Implementation Plan of The Caption Design Results ..	99
V.3.3 Analysis and Implementation Plan of The Profile Design Results..	102
V.3.4 Analysis and Implementation Plan of The Story Design Results	106
V.3.5 Analysis and Implementation Plan of The Reels Design Results....	109
CHAPTER VI CONCLUSIONS AND SUGGESTIONS	114
VI.1 Conclusions	114
V1.2 Suggestions	116
VI.2.1 Suggestions for Janjian Coffee	116
VI.2.2 Suggestions for Next Final Task	116
REFERENCES.....	118