

TABLE OF CONTENTS

APPROVAL PAGE	ii
STATEMENT PAGE	iii
PREFACE.....	iv
ABSTRAK	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER I INTRODUCTION	1
1.1. Object of Research	1
1.2. Research Background	7
1.3. Problem Formulation.....	13
1.4. Research Purpose	13
1.5. Benefits of Research	14
1.6. Systematic research.....	15
CHAPTER II LITERATURE REVIEW	17
2.1. Theory and Previous Research.....	17
2.1.1. Entrepreneurship.....	17
2.1.2. Sustainable Development Goals (SDGs) 8.....	18
2.1.3. Brand Awareness	21
2.2. Previous Research	25
2.3. Theoretical Framework	34
CHAPTER III RESEARCH METHODS	35
3.1. Type of Research	35
3.2. Variable Operational	37
3.3. Research Stages	42
3.4. Population and Sample	44

3.4.1. Social Situation.....	44
3.4.2. Interviewees.....	44
3.5. Data Collection and Data Sources	45
3.5.1. Data Collection Techniques	45
3.5.2. Data Source	47
CHAPTER IV RESEARCH RESULTS AND DISCUSSION	49
4.1. Informant Characteristics	49
4.2. Research Result	51
4.2.1. Entrepreneurship.....	52
4.2.2. Brand Awareness	57
4.3. Discussions	69
4.3.1. Entrepreneurship.....	69
4.3.2. Brand Awareness	71
4.3.3. Sustainable Development Goals (SDGs) Target 8.3	73
CHAPTER V CONCLUSION AND SUGGESTION	75
5.1. Conclusion	75
5.2. Suggestion.....	76
BIBLIOGRAPHY	78