

## DAFTAR ISI

<b>LEMBAR PERSETUJUAN .....</b>	<b>Error! Bookmark not defined.</b>
<b>LEMBAR PENGESAHAN.....</b>	<b>Error! Bookmark not defined.</b>
<b>ABSTRAK.....</b>	<b>Error! Bookmark not defined.</b>
<b>PERSEMBAHAN .....</b>	<b>Error! Bookmark not defined.</b>
<b>MOTTO .....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR RIWAYAT HIDUP.....</b>	<b>Error! Bookmark not defined.</b>
<b>KATA PENGANTAR.....</b>	<b>Error! Bookmark not defined.</b>
<b>UCAPAN TERIMA KASIH.....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR ISI .....</b>	<b>xii</b>
<b>DAFTAR TABEL .....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR GAMBAR.....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR LAMPIRAN .....</b>	<b>Error! Bookmark not defined.i</b>
<b>BAB I PENDAHULUAN .....</b>	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang.....	<b>Error! Bookmark not defined.</b>
1.2 Identifikasi Masalah.....	<b>Error! Bookmark not defined.</b>
1.3 Pembatasan Masalah .....	<b>Error! Bookmark not defined.</b>
1.4 Rumusan Masalah.....	<b>Error! Bookmark not defined.</b>
1.5 Tujuan Penelitian .....	<b>Error! Bookmark not defined.</b>
1.6 Manfaat Penelitian .....	<b>Error! Bookmark not defined.</b>
1.6.1 Manfaat Teoritis .....	<b>Error! Bookmark not defined.</b>
1.6.2 Manfaat Praktis.....	<b>Error! Bookmark not defined.</b>
<b>BAB II TINJAUAN PUSTAKA DAN KERANGKA KONSEP.....</b>	<b>Error!</b>
Bookmark not defined.	
2.1 Tinjauan Pustaka.....	<b>Error! Bookmark not defined.</b>
2.1.1 <i>Public Relations</i> .....	<b>Error! Bookmark not defined.</b>
2.1.1.1 Pengertian <i>Public Relations</i> .....	<b>Error! Bookmark not defined.</b>
2.1.1.2 Peran <i>Public Relations</i> .....	<b>Error! Bookmark not defined.</b>

2.1.1.3	Fungsi <i>Public Relations</i> .....	<b>Error! Bookmark not defined.</b>
2.1.1.4	Tugas <i>Public Relations</i>	<b>Error! Bookmark not defined.</b>
2.1.2	Marketing <i>Public Relations</i> .....	<b>Error! Bookmark not defined.</b>
2.1.2.1	Pengertian <i>Marketing Public Relations</i> .....	<b>Error! Bookmark not defined.</b>
2.1.2.2	Pemahaman <i>Market</i> ....	<b>Error! Bookmark not defined.</b>
2.1.2.3	Fungsi <i>Marketing Public Relations</i> ..	<b>Error! Bookmark not defined.</b>
2.1.2.4	Peran <i>Marketing Public Relations</i> ....	<b>Error! Bookmark not defined.</b>
2.1.2.5	Tujuan <i>Marketing Public Relations</i> ..	<b>Error! Bookmark not defined.</b>
2.1.2.6	Dimensi <i>Marketing Public Relations</i>	<b>Error! Bookmark not defined.</b>
2.1.3	<i>Brand Awareness</i> .....	<b>Error! Bookmark not defined.</b>
2.1.3.1	Pengertian <i>Brand Awareness</i> .....	<b>Error! Bookmark not defined.</b>
2.1.3.2	Tujuan <i>Brand Awareness</i> .....	<b>Error! Bookmark not defined.</b>
2.2	Penelitian Terdahulu .....	<b>Error! Bookmark not defined.</b>
2.3	Kerangka Konsep .....	<b>Error! Bookmark not defined.</b>
<b>BAB III METODOLOGI PENELITIAN</b> .....		<b>Error! Bookmark not defined.</b>
3.1	Lokasi dan Waktu Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2	Jenis dan Pendekatan Penelitian .....	<b>Error! Bookmark not defined.</b>
3.3	Metode Penelitian .....	<b>Error! Bookmark not defined.</b>
3.4	Operasional Konsep .....	<b>Error! Bookmark not defined.</b>
3.5	Teknik Penentuan Informan .....	<b>Error! Bookmark not defined.</b>
3.6	Teknik Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.7	Teknik Analisis Data .....	<b>Error! Bookmark not defined.</b>
3.8	Uji Keabsahan Data .....	<b>Error! Bookmark not defined.</b>

**BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....**Error! Bookmark not defined.

- 4.1 Gambaran Fokus Penelitian..... **Error! Bookmark not defined.**
  - 4.1.1 Sejarah Singkat Sang Pisang ..... **Error! Bookmark not defined.**
  - 4.1.2 Logo Sang Pisang ..... **Error! Bookmark not defined.**
  - 4.1.3 Struktur Badan Usaha ..... **Error! Bookmark not defined.**
- 4.2 Hasil Penelitian..... **Error! Bookmark not defined.**
  - 4.2.1 Hasil Wawancara dengan Pihak *Marketing Public Relations* Sang Pisang ..... **Error! Bookmark not defined.**
    - 4.2.1.1 Publikasi ..... **Error! Bookmark not defined.**
    - 4.2.1.2 Media Identitas ..... **Error! Bookmark not defined.**
    - 4.2.1.3 Kegiatan *Marketing Public Relations* ..... **Error! Bookmark not defined.**
    - 4.2.1.4 Pelayanan Aktivitas Publik ..... **Error! Bookmark not defined.**
    - 4.2.1.5 *Unaware of Brand* (Tidak Menyadari *Brand*)..... **Error! Bookmark not defined.**
    - 4.2.1.6 *Brand Recognition* (Pengenalan *Brand*) ..... **Error! Bookmark not defined.**
    - 4.2.1.7 *Brand Recall* (Peningkatan Kembali *Brand*)..... **Error! Bookmark not defined.**
    - 4.2.1.8 *Top of Mind* (Puncak Pikiran) ... **Error! Bookmark not defined.**
  - 4.2.2 Hasil Wawancara Triangulasi ... **Error! Bookmark not defined.**
- 4.3 Pembahasan ..... **Error! Bookmark not defined.**

**BAB V PENUTUP .....**Error! Bookmark not defined.

- 5.1 Kesimpulan..... **Error! Bookmark not defined.**
- 5.2 Saran..... **Error! Bookmark not defined.**

**DAFTAR PUSTAKA.....**Error! Bookmark not defined.

**LAMPIRAN .....** xviii