

## DAFTAR ISI

<u>HALAMAN COVER</u> .....	<i>Error! Bookmark not defined.</i>
LEMBAR PERSETUJUAN.....	<b>Error! Bookmark not defined.</b>
LEMBAR PENGESAHAN .....	<b>Error! Bookmark not defined.</b>
LEMBAR PERNYATAAN .....	<b>Error! Bookmark not defined.</b>
ABSTRAK .....	<b>Error! Bookmark not defined.</b>
MOTTO .....	<b>Error! Bookmark not defined.</b>
LEMBAR PERSEMBAHAN .....	<b>Error! Bookmark not defined.</b>
DAFTAR RIWAYAT HIDUP.....	<b>Error! Bookmark not defined.</b>
KATA PENGANTAR .....	<b>Error! Bookmark not defined.</b>
UCAPAN TERIMAKASIH.....	<b>Error! Bookmark not defined.</b>
DAFTAR ISI.....	1
Daftar Gambar.....	<b>Error! Bookmark not defined.</b>
Daftar Tabel .....	<b>Error! Bookmark not defined.</b>
BAB I PENDAHULUAN .....	<b>Error! Bookmark not defined.</b>
1.1 Latar Belakang Masalah .....	<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 Akademik .....	<b>Error! Bookmark not defined.</b>
1.6.2 Manfaat Praktis .....	<b>Error! Bookmark not defined.</b>
BAB II TINJAUAN PUSTAKA.....	<b>Error! Bookmark not defined.</b>
2.1 Tinjauan Pustaka .....	<b>Error! Bookmark not defined.</b>
2.1.1 Komunikasi Pemasaran.....	<b>Error! Bookmark not defined.</b>
2.1.2 Viral Marketing.....	<b>Error! Bookmark not defined.</b>
2.1.3 Media Sosial .....	<b>Error! Bookmark not defined.</b>
2.1.4 Keputusan Pembelian .....	<b>Error! Bookmark not defined.</b>
2.2 Penelitian Terdahulu.....	<b>Error! Bookmark not defined.</b>
2.3 Hipotesis.....	<b>Error! Bookmark not defined.</b>

2.4 Kerangka Konsep .....	<b>Error! Bookmark not defined.</b>
BAB III METODOLOGI PENELITIAN.....	<b>Error! Bookmark not defined.</b>
3.1 Tempat dan Waktu Penelitian .....	<b>Error! Bookmark not defined.</b>
3.2 Pendekatan penelitian .....	<b>Error! Bookmark not defined.</b>
3.3 Metode Penelitian .....	<b>Error! Bookmark not defined.</b>
3.4 Variabel dan definisi Operasional variable ..	<b>Error! Bookmark not defined.</b>
3.5 Populasi dan sampel (teknik sampling) .....	<b>Error! Bookmark not defined.</b>
3.6 Pengukuran dan Pengamatan Variabel Penelitian .....	<b>Error! Bookmark not defined.</b>
3.7 Teknik Pengumpulan Data .....	<b>Error! Bookmark not defined.</b>
3.8 Teknik Analisis data .....	<b>Error! Bookmark not defined.</b>
3.9 Uji Validasi dan Reliabilitas .....	<b>Error! Bookmark not defined.</b>
BAB IV HASIL PENELITIAN DAN PEMBAHASAN .....	<b>Error! Bookmark not defined.</b>
4.1 Gambaran Umum Objek Penelitian .....	<b>Error! Bookmark not defined.</b>
4.1.1 Smartphone Poco .....	<b>Error! Bookmark not defined.</b>
4.1.2 Logo Perusahaan .....	<b>Error! Bookmark not defined.</b>
4.2 Deskripsi Penelitian .....	<b>Error! Bookmark not defined.</b>
4.2.1 Identitas Responden .....	<b>Error! Bookmark not defined.</b>
4.2.2 Pernyataan Variabel X (Viral Marketing) .....	<b>Error! Bookmark not defined.</b>
4.2.3 Pernyataan Variabel Y (Keputusan Pembelian) ..	<b>Error! Bookmark not defined.</b>
4.3 Uji Regresi Linear Sederhana .....	<b>Error! Bookmark not defined.</b>
4.4 Uji Hipotesis .....	<b>Error! Bookmark not defined.</b>
4.5 Pembahasan Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
BAB V KESIMPULAN DAN SARAN .....	<b>Error! Bookmark not defined.</b>
5.1 Kesimpulan .....	<b>Error! Bookmark not defined.</b>
5.2 Saran .....	<b>Error! Bookmark not defined.</b>
DAFTAR PUSTAKA .....	79