

DAFTAR ISI

LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	ix
DAFTAR TABEL	xiv
DAFTAR GAMBAR	xv
DAFTAR LAMPIRAN	xvii
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang Masalah	Error! Bookmark not defined.
1.2 Rumusan Masalah	Error! Bookmark not defined.
1.2.2 Rumusan Masalah Mikro	Error! Bookmark not defined.
1.3 Maksud Dan Tujuan Penelitian	Error! Bookmark not defined.
1.3.1 Maksud Penelitian.....	Error! Bookmark not defined.
1.3.2 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Kegunaan Peneliti.....	Error! Bookmark not defined.
1.4.1 Kegunaan Teoritis	Error! Bookmark not defined.
1.4.2 Kegunaan Praktis	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA DAN KERANGKA PEMIKIRAN	Error!
Bookmark not defined.	

2.1	Tinjauan Penelitian Terdahulu	Error! Bookmark not defined.
2.2	Tinjauan Pustaka.....	Error! Bookmark not defined.
2.2.1	Tinjauan Tentang Komunikasi	Error! Bookmark not defined.
2.2.1.1	Pengertian Komunikasi ...	Error! Bookmark not defined.
2.2.1.2	Unsur – Unsur Komunikasi.....	Error! Bookmark not defined.
2.2.1.3	Fungsi Komunikasi	Error! Bookmark not defined.
2.2.1.4	Tujuan Komunikasi	Error! Bookmark not defined.
2.2.1.5	Proses Komunikasi	Error! Bookmark not defined.
2.2.2	Tinjauan Tentang Strategi Komunikasi.....	Error! Bookmark not defined.
2.2.3	Tinjauan Tentang Komunikasi Pemasaran .	Error! Bookmark not defined.
2.2.3.1	Pengertian Komunikasi Pemasaran	Error! Bookmark not defined.
2.2.3.2	Tujuan Komunikasi Pemasaran.....	Error! Bookmark not defined.
2.2.4	Tinjauan Tentang Strategi	Error! Bookmark not defined.
2.2.4.1	Pengertian Strategi	Error! Bookmark not defined.
2.2.4.2	Tipe-tipe Strategi.....	Error! Bookmark not defined.
2.2.5	Tinjauan Tentang Strategi Komunikasi Pemasaran.....	Error! Bookmark not defined.

2.2.5.1 Pengertian Tentang Strategi Komunikasi Pemasaran	Error!
Bookmark not defined.	
2.2.6 Tinjauan Tentang <i>Platform</i> Digital.....	Error! Bookmark not defined.
2.2.6.1 Pengertian <i>E-Commerce</i> ...	Error! Bookmark not defined.
2.2.6.2 Pengertian Media Sosial...	Error! Bookmark not defined.
2.3 Kerangka pemikiran	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1 Desain Penelitian	Error! Bookmark not defined.
3.2 Informan Penelitian	Error! Bookmark not defined.
3.2.1 Informan Kunci	Error! Bookmark not defined.
3.2.2 Informan Pendukung.....	Error! Bookmark not defined.
3.3 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.3.1 Studi Lapangan.....	Error! Bookmark not defined.
3.3.2 Studi Pustaka.....	Error! Bookmark not defined.
3.4 Uji Keabsahan Data	Error! Bookmark not defined.
3.5 Teknik Analisa Data.....	Error! Bookmark not defined.
3.6 Lokasi Dan Waktu Penelitian	Error! Bookmark not defined.
3.6.1 Lokasi Penelitian.....	Error! Bookmark not defined.
3.6.2 Waktu Penelitian	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
4.1 Hasil Penelitian.....	Error! Bookmark not defined.

4.1.1	Gambaran Objek Penelitian	Error! Bookmark not defined.
4.1.1.1	Sejarah <i>Brand</i> Russ & Co	Error! Bookmark not defined.
4.1.1.2	Visi Dan Misi <i>Brand</i> Russ & Co	Error! Bookmark not defined.
4.1.1.3	Struktur Organisasi Dan Job Deskripsi <i>Brand</i> Russ & Co	Error! Bookmark not defined.
4.1.2	Deskriptif Mengenai <i>Platform Shopee</i>	Error! Bookmark not defined.
4.1.2.1	Pengertian <i>Platform Shopee</i>	Error! Bookmark not defined.
4.1.2.2	Keunggulan <i>Platform Shopee</i>	Error! Bookmark not defined.
4.1.2.3	Fitur – Fitur <i>Shopee</i>	Error! Bookmark not defined.
4.1.3	Deskripsi Identitas Responden	Error! Bookmark not defined.
4.1.3.1	Informan Kunci	Error! Bookmark not defined.
4.1.3.2	Informan Pendukung	Error! Bookmark not defined.
4.1.4	Analisis hasil Penelitian	Error! Bookmark not defined.
4.1.4.1	Tujuan Yang Dilakukan <i>Brand</i> Russ & Co Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
4.1.4.2	Sasaran yang dilakukan <i>Brand</i> Russ & Co Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.

4.1.4.3	<i>Promotional Mix</i> yang dilakukan <i>Brand Russ & Co</i> Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
4.1.4.4	Evaluasi Yang Dilakukan <i>Brand Russ & Co</i> Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
4.2	Pembahasan Penelitian	Error! Bookmark not defined.
4.2.1	Tujuan Yang Dilakukan <i>Brand Russ & Co</i> Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
4.2.2	Sasaran Yang Dilakukan <i>Brand Russ & Co</i> Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
4.2.3	<i>Promotional Mix</i> Yang Dilakukan <i>Brand Russ & Co</i> Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
4.2.4	Evaluasi Yang Dilakukan <i>Brand Russ & Co</i> Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
4.2.5	Model Strategi Komunikasi Pemasaran <i>Brand Russ & Co</i> Dalam Menarik Minat Beli Konsumen Di Kota Bandung Melalui <i>Platform Digital</i>	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN		Error! Bookmark not defined.

5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.
5.2.1 Saran Bagi <i>Brand</i> Russ & Co.....	Error! Bookmark not defined.
5.2.2 Saran Bagi Peneliti Selanjutnya ...	Error! Bookmark not defined.
DAFTAR PUSTAKA.....	Error! Bookmark not defined.
LAMPIRAN.....	Error! Bookmark not defined.
DAFTAR RIWAYAT HIDUP	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 2. 1 Tinjauan Penelitian Terdahulu	Error! Bookmark not defined.
Tabel 3. 1 Informan Kunci	Error! Bookmark not defined.
Tabel 3. 2 Informan Pendukung	Error! Bookmark not defined.
Tabel 3. 3 Waktu Penelitian.....	Error! Bookmark not defined.
Tabel 4. 1 Alamat Distro Atau <i>Brand Russ & Co</i> dan lokasi cabang <i>Brand Russ & Co</i>	Error! Bookmark not defined.
Tabel 4. 2 Jadwal Wawancara Informan Kunci.....	Error! Bookmark not defined.
Tabel 4. 3 Jadwal Wawancara Informan Pendukung	Error! Bookmark not defined.

DAFTAR GAMBAR

- Gambar 1. 1 Tangkapan Layar Profil Akun Shopee Russ & Co. **Error! Bookmark not defined.**
- Gambar 1. 2 Tangkapan Layar Pengikut Akun Shopee Russ & Co..... **Error! Bookmark not defined.**
- Gambar 1. 3 Tangkapan Layar Produk Penjualan Melalui *Platform* Shopee **Error! Bookmark not defined.**
- Gambar 2. 1 Kerangka Pemikiran.....**Error! Bookmark not defined.**
- Gambar 4. 1 Logo Russ & Co.....**Error! Bookmark not defined.**
- Gambar 4. 2 Struktur Organisasi Russ & Co**Error! Bookmark not defined.**
- Gambar 4. 3 Informan Kunci - 1**Error! Bookmark not defined.**
- Gambar 4. 4 Informan Kunci – 2**Error! Bookmark not defined.**
- Gambar 4. 5 Informan Pendukung – 1**Error! Bookmark not defined.**
- Gambar 4. 6 Informan Pendukung - 2.....**Error! Bookmark not defined.**
- Gambar 4. 7 Tangkapan Layar Tentang Produk Baru **Error! Bookmark not defined.**
- Gambar 4. 8 Tangkapan Layar Akun Shopee *Mall* Russ & Co & Katalog Produk.....**Error! Bookmark not defined.**
- Gambar 4. 9 Tangkapan Layar Tagline Shopee**Error! Bookmark not defined.**
- Gambar 4. 10 Tangkapan Layar Kolaborasi Dengan Tim Sepak Bola PSIM Jogja, Kolaborasi Dengan Lee Gwan Hee ..**Error! Bookmark not defined.**

Gambar 4. 11 Kolaborasi Produk *Disney* dan *Toy Story*..... **Error! Bookmark not defined.**

Gambar 4. 12 Profil bio link tautan penjualan, dan katalog penjualan **Error! Bookmark not defined.**

Gambar 4. 13 Tangkapan Layar Promosi Yang Digunakan Oleh Brand Russ & Co.....**Error! Bookmark not defined.**

Gambar 4. 14 Tangkapan Layar Pengikut dan Penilaian Akun Shopee Russ & Co *Official Shop***Error! Bookmark not defined.**

Gambar 4. 15 Tangkapan Layar *Feedback Rating* Dan Ulasan Akun Shopee Russ & Co.....**Error! Bookmark not defined.**

Gambar 4. 16 Tangkapan Layar Interaksi Dengan Konsumen ...**Error! Bookmark not defined.**

Gambar 4. 17 Model Pembentukan Tujuan.....**Error! Bookmark not defined.**

Gambar 4. 18 Model Pembentukan Sasaran**Error! Bookmark not defined.**

Gambar 4. 19 Model Pembentukan *Promotional Mix* **Error! Bookmark not defined.**

Gambar 4. 20 Model Pembentukan Evaluasi.....**Error! Bookmark not defined.**

Gambar 4. 21 Model Pembentukan Strategi Komunikasi Pemasaran **Error! Bookmark not defined.**

DAFTAR LAMPIRAN

Lampiran 1 Surat Permohonan Izin Penelitian	Error! Bookmark not defined.
Lampiran 2 Surat Rekomendasi Bimbingan	Error! Bookmark not defined.
Lampiran 3 Berita Acara Bimbingan	Error! Bookmark not defined.
Lampiran 4 Surat Pengajuan Pendaftaran Sidang Skripsi....	Error! Bookmark not defined.
Lampiran 5 Lembar Revisi Seminar Usulan Penelitian	Error! Bookmark not defined.
Lampiran 6 Pedoman Wawancara Informan Kunci	Error! Bookmark not defined.
Lampiran 7 Pedoman Wawancara Informan Pendukung	Error! Bookmark not defined.
Lampiran 8 Transkrip Wawancara Informan Kunci -1	Error! Bookmark not defined.
Lampiran 9 Transkrip Wawancara Informan Kunci -2	Error! Bookmark not defined.
Lampiran 10 Transkrip Wawancara Informan Pendukung - 1	Error! Bookmark not defined.
Lampiran 11 Transkrip Wawancara Informan Pendukung -2	Error! Bookmark not defined.
Lampiran 12 Pedoman Observasi	Error! Bookmark not defined.
Lampiran 13 Hasil Observasi.....	Error! Bookmark not defined.
Lampiran 14 Dokumentasi.....	Error! Bookmark not defined.

