

DAFTAR ISI

ABSTRAK	i
KATA PENGANTAR	i
DAFTAR ISI.....	iii
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Fokus Penelitian	6
1.3 Identifikasi Masalah	7
1.4 Tujuan Penelitian.....	7
1.5 Manfaat Penelitian.....	7
1.5.1 Manfaat Teoritis.....	8
1.5.2 Manfaat Praktis	8
BAB II TINJAUAN PUSTAKA.....	8
2.1 Penelitian Terdahulu.....	8
2.2 Komunikasi	13
2.3 Public Relations.....	15
2.4 Marketing (Pemasaran)	19
2.5 Konsep Marketing Public Relations.....	22
2.5.1 Marketing Public Relations	22
2.5.2 Peran Marketing Public Relations	24
2.5.3 Tujuan Marketing Public Relations	26
2.5.4 Tahapan Marketing Public Relations.....	29
2.5.5 Aksi dan Komunikasi Marketing Public Relations.....	30
2.6 Pengertian Brand	33
2.7 Brand Awareness.....	35
2.8 Product Knowledge	37
2.9 Consumer Relations	39
BAB III METODOLOGI PENELITIAN.....	51
3.1 Paradigma Penelitian.....	51
3.2 Tipe Penelitian.....	53

3.3	Metode Penelitian.....	53
3.4	Subyek Penelitian	55
3.5	Teknik Pengumpulan Data	58
3.6	Teknik Analisis Data	61
3.7	Teknik Pemeriksaan Keabsahan Data	62
	BAB IV HASIL PENELITIAN DAN PEMBAHASAN	63
4.1	Gambaran Umum Obyek Penelitian.....	63
4.1.1	PT. Dimension Data Indonesia	63
4.1.2	Visi Perusahaan.....	64
4.1.3	Misi Perusahaan.....	64
4.1.4	Sejarah Perusahaan	65
4.1.5	Struktur Organisasi	66
4.1.6	Produk Solusi Cybersecurity PT. Dimension Data Indonesia	69
4.2	Hasil Penelitian.....	73
4.2.1	Alur Pelaksanaan Marketing Public Relations	74
4.2.2	Analisis Data Pelaksanaan Program Marketing Public Relations	78
1.	Pre – Event MPR Produk Solusi Cybersecurity.....	79
2.	Event MPR Produk Solusi Cybersecurity	86
3.	Post Event MPR Produk Solusi Cybersecurity	90
4.2.3	Pelaku Pelaksanaan Program Marketing Public Relationsa	93
1.	Internal Perusahaan.....	93
2.	Event Organizer / Agency	94
3.	Konsultan Public Relations	94
4.2.4	Hasil Wawancara dengan Informan (End User)	95
4.2.5	Intrepretasi Hasil Penelitian.....	98
4.3	Pembahasan	99
	BAB V KESIMPULAN DAN SARAN	109
4.1	Kesimpulan.....	109
4.2	Saran	111
4.2.1	Saran akademis	111
4.2.2	Saran praktis	111
	DAFTAR PUSTAKA	vii

LAMPIRAN HASIL TRANSKRIP WAWANCARA.....	1
LAMPIRAN	28
MARKETING PLAN UNTUK ACARA CYBERSECURITY 2017	28
LAMPIRAN	33
PELAKSANAAN MARKETING PUBLIC RELATION	33
CYBERSECURITY 2017.....	33
UNDANGAN EVENT (E-DM).....	36
POST EVENT.....	38
CURICULUM VITAE.....	43

