

## DAFTAR ISI

HALAMAN JUDUL .....	Error! Bookmark not defined.
HALAMAN_PERSETUJUAN PEMBIMBING .....	Error! Bookmark not defined.
HALAMAN PENGESAHAN SKRIPSI .....	Error! Bookmark not defined.
HALAMAN MOTTO .....	Error! Bookmark not defined.
HALAMAN PERSEMBAHAN .....	Error! Bookmark not defined.
KATA PENGANTAR .....	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL .....	Error! Bookmark not defined.
DAFTAR GAMBAR .....	Error! Bookmark not defined.
DAFTAR LAMPIRAN .....	Error! Bookmark not defined.
ABSTRAK .....	Error! Bookmark not defined.
BAB 1 PENDAHULUAN.....	Error! Bookmark not defined.
A. Konteks Penelitian.....	Error! Bookmark not defined.
B. Fokus Penelitian.....	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Kegunaan Penelitian.....	Error! Bookmark not defined.
E. Definisi Operasional.....	Error! Bookmark not defined.
F. Penelitian Terdahulu .....	Error! Bookmark not defined.
G. Sistematika Penulisan.....	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA .....	Error! Bookmark not defined.

A. Strategi Pemasaran .....	Error! Bookmark not defined.
B. Definisi Pemasaran.....	Error! Bookmark not defined.
C. Bauran Pemasaran ( <i>marketing mix</i> ).....	Error! Bookmark not defined.
BAB III METODE PENELITIAN .....	Error! Bookmark not defined.
A. Jenis dan pendekatan penelitian .....	Error! Bookmark not defined.
B. Lokasi Penelitian .....	Error! Bookmark not defined.
C. Kehadiran Peneliti .....	Error! Bookmark not defined.
D. Sumber Data.....	Error! Bookmark not defined.
E. Prosedur Pengumpulan Data .....	Error! Bookmark not defined.
F. Tehnik Analisis Data.....	Error! Bookmark not defined.
G. Pengecekan Keabsahan Data.....	Error! Bookmark not defined.
H. Tahap-Tahap Penelitian .....	Error! Bookmark not defined.
BAB IV PAPARAN HASIL PENELITIAN DAN PEMBAHASAN	Error! Bookmark not defined.
<b>not defined.</b>	
A. Setting Penelitian.....	Error! Bookmark not defined.
B. Paparan Data Dan Temuan Penelitian.....	Error! Bookmark not defined.
C. Pembahasan.....	Error! Bookmark not defined.
BAB V PENUTUPAN DAN KESIMPULAN .....	Error! Bookmark not defined.
A. Kesimpulan.....	Error! Bookmark not defined.
B. Saran .....	Error! Bookmark not defined.
DAFTAR PUSTAKA .....	Error! Bookmark not defined.