

## TABLE OF CONTENTS

<b>THESIS APPROVAL</b> .....	ii
<b>VALIDATION OF PASSING THE EXAM</b> .....	iii
<b>AUTHOR'S DECLARATION OF ORIGINALITY</b> .....	iv
<b>PREFACE</b> .....	v
<b>ABSTRACT</b> .....	vii
<b>ABSTRAK</b> .....	viii
<b>TABLE OF CONTENTS</b> .....	ix
<b>LIST OF TABLES</b> .....	xi
<b>LIST OF FIGURES</b> .....	xii
<b>LIST OF APPENDICES</b> .....	xiii
<b>CHAPTER I INTRODUCTION</b> .....	1
<b>1.1 Current Situation</b> .....	1
<b>1.2 Desired Situation</b> .....	1
<b>1.3 Problem Definition</b> .....	2
<b>1.4 Research Objectives</b> .....	2
<b>1.5 Research Questions &amp; Subquestions</b> .....	2
<b>1.5.1 Main Question</b> .....	2
<b>1.5.2 Sub-Questions</b> .....	2
<b>CHAPTER II THEORETICAL FRAMEWORK</b> .....	4
<b>2.1 Online Marketing Strategy</b> .....	4
<b>2.1.1 Enhanced Brand Awareness</b> .....	6
<b>2.1.2 More Sales and Leads</b> .....	6
<b>2.1.3 Increased Revenue</b> .....	7
<b>2.1.4 SEO (Search Engine Optimization)</b> .....	7
<b>2.1.5 PPC (Pay-Per-Click)</b> .....	8
<b>2.1.6 Email Promotion</b> .....	8
<b>2.1.7 Content Promotion</b> .....	9
<b>2.1.8 Marketing on Social Media</b> .....	11
<b>2.2 Online Marketing Plan</b> .....	12
<b>2.2.1 Brand Awareness</b> .....	15
<b>2.2.2 Brand Image</b> .....	20

<b>CHAPTER III RESEARCH METHODOLOGY .....</b>	<b>23</b>
<b>3.1 Research Methodology .....</b>	<b>23</b>
<b>3.2 Research Question .....</b>	<b>23</b>
<b>CHAPTER IV ANALYSIS AND INTERPRETATION .....</b>	<b>26</b>
<b>4.1 Internal Analysis .....</b>	<b>26</b>
<b>4.1.1 Company's Situation .....</b>	<b>26</b>
<b>4.1.2 Company Social Media Situation.....</b>	<b>34</b>
<b>4.1.3 Company Online Traffic .....</b>	<b>41</b>
<b>4.2 External Analysis.....</b>	<b>47</b>
<b>4.2.1 Social Media Customer Behavior .....</b>	<b>47</b>
<b>4.2.2 Competitor Analysis .....</b>	<b>49</b>
<b>4.3 Social Media Strategy .....</b>	<b>58</b>
<b>4.3.1 Top Social Media.....</b>	<b>58</b>
<b>4.3.2 Trends in Social Media Strategy.....</b>	<b>59</b>
<b>CHAPTER V CONCLUSION AND RECOMMENDATION .....</b>	<b>63</b>
<b>5.1 Conclusion .....</b>	<b>63</b>
<b>5.2 Recommendation .....</b>	<b>64</b>
<b>BIBLIOGRAPHY .....</b>	<b>71</b>
<b>APPENDICES.....</b>	<b>75</b>