

TABLE OF CONTENTS

TITLE PAGE.....	i
THESIS APPROVAL.....	ii
VALIDATION OF PASSING THE EXAM	iii
DECLARATION OF ORIGINALITY	iv
ABSTRAK.....	v
ABSTRACT	vi
PREFACE.....	vii
TABLE OF CONTENTS	ix
LIST OF FIGURES	xi
LIST OF TABLES.....	xii
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Problem Description.....	2
1.3 Research Objective.....	3
1.4 Research Question.....	3
CHAPTER II LITERATURE REVIEW	4
2.1 Theoretical Basis	4
2.1.1 Social Media Marketing.....	4
2.1.2 Affiliate Marketing	7
2.1.3 Pay-per-Click (PPC)	9
2.1.4 Pay-per-Click (PPC).....	11
2.2 Correlation of Digital Marketing and Sales Performance	12
2.3 Theoretical Framework.....	14
CHAPTER III METHODOLOGY	15
3.1 Research Design	15
3.2 Sources of Data.....	16
3.3 Method of Collecting Data and Analysis	16
CHAPTER IV RESULT AND DISCUSSION	17
4.1 Result.....	17

4.1.1	Internal Analysis.....	17
4.1.2	External Analysis.....	30
4.2	Discussion.....	38
4.2.1	Competitors Analysis.....	38
4.2.2	Competitive Analysis.....	42
4.2.3	Unique Selling Points	42
CHAPTER V CONCLUSION AND RECOMMENDATION		45
5.1	Conclusions	45
5.2	Recommendation.....	47
REFERENCES		56
APPENDICES		62