

## DAFTAR ISI

HALAMAN JUDUL.....	i
HALAMAN PERNYATAAN .....	v
HALAMAN PENGESAHAN.....	vi
KATA PENGANTAR .....	vii
HALAMAN PERNYATAAN PERSETUJUAN AKADEMIS .....	ix
ABSTRAK.....	x
ABSTRACT.....	xi
DAFTAR ISI.....	xii
DAFTAR GAMBAR .....	xv
DAFTAR TABEL.....	xv
DAFTAR LAMPIRAN.....	xvii
BAB I PENDAHULUAN.....	1
1.1    Gambaran Umum Objek Penelitian .....	1
1.2    Latar Belakang Penelitian .....	3
1.3    Perumusan Masalah.....	20
1.4    Tujuan Penelitian.....	20
1.5    Manfaat Penelitian.....	21
1.6    Waktu dan Periode Penelitian .....	21
BAB II TINJAUAN PUSTAKA.....	23
2.1    Tinjauan Pustaka Penelitian .....	23
2.1.1    Rangkuman Teori Konsep Dasar.....	23
2.1.2 <i>Integrated Marketing Communication</i> .....	24
2.1.3 <i>Digital Integrated Marketing Communication</i> .....	25
2.1.3.1 <i>Advertising</i> .....	27
2.1.3.2 <i>Sales Promotion</i> .....	29
2.1.2.3 <i>Direct Marketing</i> .....	30
2.1.2.4 <i>Public Relations</i> .....	32
2.1.2.5 <i>Sponsorship</i> .....	34
2.1.2.6 <i>Personal Selling</i> .....	35
2.1.3 <i>Brand</i> .....	36

2.1.3.1 <i>Brand Positioning</i> .....	37
2.1.3.2 <i>Brand Awareness</i> .....	38
2.1.3.3 <i>Brand Experience</i> .....	39
2.1.4 <i>Event Tourism</i> .....	40
2.1.5 <i>Branding</i> .....	41
2.1.5.1 <i>Destination Branding</i> .....	42
2.1.6 Konsep Desa Wisata .....	44
2.2 Penelitian Terdahulu.....	45
2.3 Kerangka Pemikiran .....	55
BAB III METODE PENELITIAN.....	57
3.1 Metode Penelitian.....	57
3.1.1 Paradigma Penelitian .....	59
3.1.2 Subjek dan Objek Penelitian.....	61
3.1.3 Alat Penelitian.....	61
3.2 Metode Pengumpulan Data .....	61
3.2.1 Lokasi Penelitian.....	62
3.2.2 Unit Analisis Data.....	63
3.2.3 Informan Penelitian.....	65
3.3 Metode Analisis dan Penjagaan Keabsahan Data .....	67
3.3.1 Analisis Data.....	67
3.3.2 Teknik Keabsahan Data .....	68
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	70
4.1 Karakteristik Responden .....	70
4.2 Hasil Penelitian.....	74
4.2.1 <i>Digital Integrated Marketing Communication</i> .....	75
4.2.2.1 <i>Digital Advertising</i> .....	76
4.2.2.2 <i>Digital Public Relations</i> .....	80
4.2.2.3 <i>Digital Personal Selling</i> .....	87
4.2.2.4 <i>Digital Direct Marketing</i> .....	89
4.2.2.5 <i>Digital Sales Promotion</i> .....	91
4.2.2.6 <i>Digital Sponsorship</i> .....	93
4.3 Pembahasan Hasil Penelitian.....	95

4.3.2	Aktivitas <i>Digital Integrated Communications</i> Festival Desa Wisata Cikolelet.....	95
4.3.2.1	Aktivitas <i>Digital Advertising</i> Festival Desa Wisata Cikolelet.....	97
4.3.2.2	Aktivitas <i>Digital Public Relations</i> Festival Desa Wisata Cikolelet.....	99
4.3.2.3	Aktivitas <i>Digital Personal Selling</i> Festival Desa Wisata Cikolelet .....	105
4.3.2.4	Aktivitas <i>Digital Direct Marketing</i> Festival Desa Wisata Cikolele .....	107
4.3.2.5	Aktivitas <i>Digital Sales Promotions</i> Festival Desa Wisata Cikolelet .....	109
4.3.2.7	Aktivitas <i>Digital Sponsorship</i> Festival Desa Wisata Cikolelet ...	111
4.3.3	Aktivitas <i>Digital Integrated Communications Event Tourism</i> dalam <i>Optimalisasi Destination Branding</i> Desa Wisata .....	115
BAB V KESIMPULAN DAN SARAN.....		120
5.1	Kesimpulan.....	120
5.2	Saran .....	120
5.2.1	Saran Akademis.....	120
5.2.2	Saran Praktis.....	121
DAFTAR PUSTAKA .....		122
LAMPIRAN.....		131