

TABLE OF CONTENTS

APPROVAL SHEET	Error! Bookmark not defined.
STATEMENT PAGE	Error! Bookmark not defined.
FOREWORD	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
TABLE OF CONTENTS.....	vi
LIST OF TABLE	Error! Bookmark not defined.
LIST OF FIGURE	Error! Bookmark not defined.
CHAPTER I INTRODUCTION.....	Error! Bookmark not defined.
1.1 Overview of the Research Object	Error! Bookmark not defined.
1.2 Background	Error! Bookmark not defined.
1.3 Problem Statement	Error! Bookmark not defined.
1.4 Research Objective.....	Error! Bookmark not defined.
1.5 Research Benefits.....	Error! Bookmark not defined.
1.6 Systematization of Final Project Writing	Error! Bookmark not defined.
CHAPTER II LITERATURE OVERVIEW	Error! Bookmark not defined.
2. 1 Research Related Theories	Error! Bookmark not defined.
2.1.1 Marketing	Error! Bookmark not defined.
2.1.2 Digital Marketing.....	Error! Bookmark not defined.
2.1.3 Social Media.....	Error! Bookmark not defined.
2.1.4 Instagram.....	Error! Bookmark not defined.
2.1.5 Instagram Business	Error! Bookmark not defined.
2.1.6 Instagram Ads	Error! Bookmark not defined.
2.1.7 Instagram Expert	Error! Bookmark not defined.
2.1.8 Social Media Development.....	Error! Bookmark not defined.
2.1.9 Marketing Content	Error! Bookmark not defined.
2.1.10 Marketing Content Matrix.....	Error! Bookmark not defined.

2.1.11 Business Performance	Error! Bookmark not defined.
2.1.12 Social Media Management.....	Error! Bookmark not defined.
2.1.13 Financial Performance	Error! Bookmark not defined.
2.1.14 Non-Financial Performance	Error! Bookmark not defined.
2. 2 Previous Research	Error! Bookmark not defined.
2. 3 Framework of the Research	Error! Bookmark not defined.
CHAPTER III RESEARCH METHODOLOGY	Error! Bookmark not defined.
3.1 Research Characteristic.....	Error! Bookmark not defined.
3.2 Operational Variable	Error! Bookmark not defined.
3.3 Stages of The Research	Error! Bookmark not defined.
3.4 Data Collection Methods	Error! Bookmark not defined.
3.5 Social Situation of the Interviewee	Error! Bookmark not defined.
3.6 Validity Test.....	Error! Bookmark not defined.
3.7 Data Analysis Technique	Error! Bookmark not defined.
3. 7. 1 Data Reduction.....	Error! Bookmark not defined.
3. 7. 2 Data Presentation	Error! Bookmark not defined.
3. 7. 3 Drawing and Verifying Conclusions.....	Error! Bookmark not defined.
CHAPTER IV RESULTS AND DISCUSSION	Error! Bookmark not defined.
4. 1 Characteristics of the Sources	Error! Bookmark not defined.
4. 2 Research Result.....	Error! Bookmark not defined.
4. 2. 1 Interview	Error! Bookmark not defined.
4. 2. 2 Competitor	Error! Bookmark not defined.
4. 3 Interview Research Result	Error! Bookmark not defined.
4. 4 Discussion of Research Results	Error! Bookmark not defined.
4. 4. 1 How Implementation of Digitalization Through Social Media at Ghaza Store	Error! Bookmark not defined.

4. 4. 2 What is The Marketing Strategy Through Social Media Instagram Implemented By Ghaza Store Effective In Financial Growth And Non-Financial Growth.....	Error! Bookmark not defined.
4. 4. 3 Recommendation Social Media Development Programs for Ghaza Store	Error! Bookmark not defined.
4. 4. 4 Financial and Non-Financial Performance of Ghaza Store	Error! Bookmark not defined.

CHAPTER V CONCLUSIONS AND SUGGESTIONS.....Error! Bookmark not defined.

5. 1 Conclusion	Error! Bookmark not defined.
5. 2 Suggestions	Error! Bookmark not defined.

REFERENCES.....Error! Bookmark not defined.

ATTACHMENT.....Error! Bookmark not defined.