

## DAFTAR ISI

|                                                    |             |
|----------------------------------------------------|-------------|
| <b>HALAMAN JUDUL .....</b>                         | <b>i</b>    |
| <b>HALAMAN PERSETUJUAN.....</b>                    | <b>ii</b>   |
| <b>HALAMAN PERNYATAAN ORISINALITAS.....</b>        | <b>iii</b>  |
| <b>KATA PENGANTAR.....</b>                         | <b>iv</b>   |
| <b>ABSTRAK .....</b>                               | <b>vi</b>   |
| <b>DAFTAR ISI .....</b>                            | <b>viii</b> |
| <b>DAFTAR TABEL .....</b>                          | <b>x</b>    |
| <b>DAFTAR GAMBAR.....</b>                          | <b>xi</b>   |
| <b>DAFTAR LAMPIRAN .....</b>                       | <b>i</b>    |
| <b>BAB I.....</b>                                  | <b>1</b>    |
| <b>PENDAHULUAN.....</b>                            | <b>1</b>    |
| 1.1 Latar Belakang Masalah .....                   | 1           |
| 1.2 Tujuan Penelitian .....                        | 5           |
| 1.3 Pertanyaan Penelitian .....                    | 5           |
| 1.4 Manfaat Penelitian .....                       | 5           |
| 1.4.1 Manfaat Teoritis.....                        | 5           |
| 1.4.2 Manfaat Praktis .....                        | 6           |
| 1.5 Waktu dan Periode Penelitian.....              | 6           |
| <b>BAB II.....</b>                                 | <b>8</b>    |
| 2.1 Kajian Pustaka .....                           | 8           |
| 2.1.1 Teori Identitas Komunikasi.....              | 8           |
| 2.1.2 UMKM.....                                    | 10          |
| 2.1.3 Pelaku Usaha Mikro.....                      | 11          |
| 2.1.4 <i>Bakery</i> .....                          | 11          |
| 2.2 Perbandingan Dengan Penelitian Terdahulu ..... | 12          |
| 2.2.1 Jurnal Nasional .....                        | 13          |
| 2.2.2 Jurnal Internasional .....                   | 20          |
| 2.3 Kerangka Pemikiran .....                       | 33          |
| Gambar 2.1 Kerangka Pemikiran .....                | 33          |
| <b>BAB III.....</b>                                | <b>35</b>   |

|                                                        |            |
|--------------------------------------------------------|------------|
| <b>METODE PENELITIAN .....</b>                         | <b>35</b>  |
| 3.1 Paradigma Penelitian .....                         | 35         |
| 3.2 Metode Penelitian .....                            | 35         |
| 3.2.1 Subjek dan Objek Penelitian .....                | 36         |
| 3.2.2 Subjek Penelitian .....                          | 37         |
| 3.2.3 Objek Penelitian .....                           | 37         |
| 3.3 Informan Penelitian .....                          | 37         |
| Tabel 3.1 Informan Penelitian .....                    | 37         |
| 3.4 Unit Analisis .....                                | 38         |
| Tabel 3.2 Unit Analisis Penelitian .....               | 38         |
| 3.5 Metode Pengumpulan Data .....                      | 39         |
| 3.6 Metode Analisis dan Penjagaan Keabsahan Data ..... | 40         |
| <b>BAB IV .....</b>                                    | <b>42</b>  |
| <b>HASIL PENELITIAN DAN PEMBAHASAN .....</b>           | <b>42</b>  |
| 4.1 Data Informan .....                                | 42         |
| 4.2 Hasil Penelitian .....                             | 42         |
| 4.2.1 Personal Layer .....                             | 45         |
| 4.2.1.1 Kekeluargaan .....                             | 47         |
| 4.2.2 Enacment Layer .....                             | 55         |
| 4.2.2.1 Literasi <i>Digital</i> .....                  | 57         |
| 4.2.3 Relational Layer .....                           | 69         |
| 4.2.3.1 Dukungan Positif .....                         | 71         |
| 4.2.4 Comunal Layer .....                              | 85         |
| 4.2.4.1 Individual .....                               | 87         |
| 4.3 Pembahasan .....                                   | 94         |
| <b>BAB V .....</b>                                     | <b>99</b>  |
| <b>KESIMPULAN DAN SARAN .....</b>                      | <b>99</b>  |
| 5.1 Kesimpulan .....                                   | 99         |
| 5.2 Saran .....                                        | 100        |
| <b>DAFTAR PUSTAKA .....</b>                            | <b>102</b> |
| <b>LAMPIRAN .....</b>                                  | <b>110</b> |