

DAFTAR ISI

ABSTRAK.....	Error! Bookmark not defined.
DAFTAR ISI.....	i
DAFTAR TABEL.....	iv
DAFTAR GAMBAR.....	6
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang Penelitian.....	Error! Bookmark not defined.
1.2 Identifikasi dan Rumusan Masalah.....	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah.....	Error! Bookmark not defined.
1.2.2 Rumusan Masalah.....	Error! Bookmark not defined.
1.3 Tujuan Penelitian.....	Error! Bookmark not defined.
1.4 Kegunaan Penelitian.....	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS.....	Error! Bookmark not defined.
2.1 Kajian Pustaka.....	Error! Bookmark not defined.
2.1.1 Komunikasi Pemasaran.....	Error! Bookmark not defined.
2.1.1.2 Periklanan (<i>Advertising</i>).....	Error! Bookmark not defined.
2.1.1.3 <i>Sponsorship</i>	Error! Bookmark not defined.
2.1.3 Pengaruh Iklan televisi dan <i>Event Sponsorship</i> terhadap <i>Brand Image</i>	Error! Bookmark not defined.
2.1.4 Penelitian terdahulu.....	Error! Bookmark not defined.
2.2 Kerangka Pemikiran.....	Error! Bookmark not defined.
2.3 Hipotesis.....	Error! Bookmark not defined.
BAB III OBJEK DAN METODE PENELITIAN.....	Error! Bookmark not defined.
3.1 Objek Penelitian.....	Error! Bookmark not defined.
3.2 Metode dan Desain Penelitian.....	Error! Bookmark not defined.
3.2.1 Metode Penelitian.....	Error! Bookmark not defined.
3.2.2 Desain Penelitian.....	Error! Bookmark not defined.
3.3 Operasional Variabel.....	Error! Bookmark not defined.
3.4 Jenis, Sumber dan Teknik Pengumpulan Data.....	Error! Bookmark not defined.

3.4.1	Jenis dan Sumber Data	Error! Bookmark not defined.
3.4.2	Teknik Pengumpulan Data	Error! Bookmark not defined.
3.5	Populasi, Sampel dan Teknik Penarikan Sampel	Error! Bookmark not defined.
3.5.1	Populasi	Error! Bookmark not defined.
3.5.2	Sampel	Error! Bookmark not defined.
3.5.3	Teknik Penarikan Sampel	Error! Bookmark not defined.
3.6	Uji Validitas dan Uji Reliabilitas	Error! Bookmark not defined.
3.6.1	Uji Validitas	Error! Bookmark not defined.
3.6.2	Uji Reliabilitas	Error! Bookmark not defined.
3.7.1	Rancangan Analisis	Error! Bookmark not defined.
3.7.2	Uji Normalitas Data	Error! Bookmark not defined.
3.7.3	Analisis Korelasi	Error! Bookmark not defined.
3.7.4	Analisis Regresi Linier Berganda	Error! Bookmark not defined.
3.7.5	Koefisien Determinasi	Error! Bookmark not defined.
3.7.6	Rancangan Uji Hipotesis	Error! Bookmark not defined.
BAB IV HASIL PENELITIAN DAN PEMBAHASAN ...		Error! Bookmark not defined.
4.1	Hasil Penelitian	Error! Bookmark not defined.
4.1.1.	Gambaran Umum PT Nutrifood Indonesia	Error! Bookmark not defined.
4.1.2	Identitas Perusahaan	Error! Bookmark not defined.
4.1.2.1	Produk PT Nutrifood Indonesia	Error! Bookmark not defined.
4.1.2.2	Gambaran <i>Brand</i> L-Men	Error! Bookmark not defined.
4.1.2.3	Gambaran Mengenai Iklan televisi dan <i>Event Sponsorship</i> pada L-Men	Error! Bookmark not defined.
4.1.3	Karakteristik Responden	Error! Bookmark not defined.
4.1.4	Gambaran iklan televisi L-Men Menurut Responden	Error! Bookmark not defined.
4.1.5	Gambaran <i>Event Sponsorship</i> L-Men 3x3	Error! Bookmark not defined.
4.1.6	Gambaran <i>Brand Image</i> L-Men	Error! Bookmark not defined.
4.1.7	Hasil Pengujian Statistika	Error! Bookmark not defined.

4.2 Pembahasan	Error! Bookmark not defined.
4.2.1 Pembahasan Iklan Televisi L-Men.....	Error! Bookmark not defined.
4.2.2 Pembahasan <i>Event Sponsorship L-Men 3x3 competition</i>	Error! Bookmark not defined.
4.2.3 Pembahasan <i>Brand Image L-Men</i>	Error! Bookmark not defined.
4.2.4 Pembahasan Pengaruh Iklan Televisi, <i>Event Sponsorship</i> Terhadap <i>Brand Image L-Men</i>	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN.....	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1.1 Market Size Beberapa Industri Tahun 2014	Error! Bookmark not defined.
Tabel 1.2 Merek Susu Bubuk Khusus Dewasa di Indonesia	Error! Bookmark not defined.
Tabel 1.3 Top Brand Index 2014 Susu Bubuk Dewasa Tahun 2014	Error! Bookmark not defined.
Tabel 2.1 Tujuan Iklan	Error! Bookmark not defined.
Tabel 2.2 Kelebihan dan Kekurangan Media Iklan	Error! Bookmark not defined.
Tabel 2.3 Kelebihan dan Kekurangan Iklan Televisi	Error! Bookmark not defined.
Tabel 3.1 Operasional Variabel	Error! Bookmark not defined.
Tabel 3.2 Tabel Interpretasi Nilai r	Error! Bookmark not defined.
Tabel 3.3 Hasil Pengujian Validitas Instrumen Penelitian Variabel X ₁ (Iklan Televisi)	Error! Bookmark not defined.
Tabel 3.4 Hasil Pengujian Validitas Instrumen Penelitian Variabel X ₂ (Event Sponsorship)	Error! Bookmark not defined.
Tabel 3.5 Hasil Pengujian Validitas Instrumen Penelitian Variabel Y (Brand Image)	Error! Bookmark not defined.
Tabel 3.6 Hasil Uji Realibilitas Iklan Televisi, Event Sponsorship, dan Brand Image	59
Tabel 3.7 Pembobotan Jawaban Kuesioner	60
Tabel 3.8 Pedoman Untuk Memberikan Interpretasi Koefisien Korelasi	63
Tabel 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin	73
Tabel 4.2 Karakteristik Responden Berdasarkan Usia	73
Tabel 4.3 Karakteristik Responden Berdasarkan Pekerjaan	74
Tabel 4.4 Karakteristik Responden Berdasarkan Pendidikan Terakhir	74
Tabel 4.5 Karakteristik Responden Berdasarkan Rata-rata Pendapatan	75
Tabel 4.6 Pengalaman Responden Berdasarkan Sumber Informasi	76
Tabel 4.7 Pengalaman Responden Berdasarkan Pengalaman Menonton Iklan Televisi L-Men	Error! Bookmark not defined.

Tabel 4.8 Pengalaman Responden Berkaitan Dengan Alasan Mengonsumsi L-Men	Error! Bookmark not defined.
Tabel 4.9 Tanggapan Responden Terhadap Misi.....	Error! Bookmark not defined.
Tabel 4.10 Tanggapan Responden terhadap Media	79
Tabel 4.11 Tanggapan Responden terhadap Pesan Iklan Televisi	80
Tabel 4.12 Rekapitulasi Tanggapan Responden Terhadap Iklan Televisi L-Men	Error! Bookmark not defined.
Tabel 4.13 Tanggapan Responden Terhadap Attraction Of Event ..	Error! Bookmark not defined.
Tabel 4.14 Tanggapan Responden Terhadapn Compability With The Company's Brand Positioning	Error! Bookmark not defined.
Tabel 4.15 Tanggapan Responden Terhadap Message Capacity	Error! Bookmark not defined.
Tabel 4.16 Rekapitulasi Tanggapan Responden Terhadap Event Sponsorship L-Men 3x3 Competition.....	Error! Bookmark not defined.
Tabel 4.17 Tanggapan Responden Terhadap Favorability of Brand Association.....	Error! Bookmark not defined.
Tabel 4.18 Tanggapan Responden Terhadap Strength of Brand Association.....	Error! Bookmark not defined.
Tabel 4.19 Tanggapan Responden Terhadap Uniqueness Of Brand Association.....	Error! Bookmark not defined.
Tabel 4.20 Rekapitulasi Tanggapan Responden Terhadap Brand Image L-Men	Error! Bookmark not defined.
Tabel 4.21 Output Korelasi	Error! Bookmark not defined.
Tabel 4.22 Pedoman Untuk Memberikan Interpretasi Koefisien Korelasi	Error! Bookmark not defined.
Tabel 4.23 Output Pengaruh Iklan Televisi dan Event Sponsorship Terhadap Brand Image	99
Tabel 4.24 Output Koefisien Regresi.....	Error! Bookmark not defined.
Tabel 4.25 Nilai Signifikansi Uji F.....	Error! Bookmark not defined.
Tabel 4.26 Nilai Signifikansi Uji T.....	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 1.1 Produksi Susu Sapi Perah 2007-2013	Error! Bookmark not defined.
Gambar 1.2 Data Penjualan L-Men di Jawa Barat.....	Error! Bookmark not defined.
Gambar 1.3 Brand Image Produk L-Men	Error! Bookmark not defined.
Gambar 2.1 Landasan Komunikasi Pemasaran.....	Error!
Bookmark not defined.	
Gambar 2.2 Bauran Komunikasi Pemasaran	Error! Bookmark not defined.
Gambar 2.3 Jenis Sponsorship	Error! Bookmark not defined.
Gambar 2.4 Kerangka Pemikiran.....	Error! Bookmark not defined.
Gambar 2.5 Paradigma Penelitian.....	Error! Bookmark not defined.
Gambar 4.1 Hasil Kontinum Iklan Televisi L-Men.....	Error!
Bookmark not defined.	
Gambar 4.2 Garis Kontinum Variabel Event Sponsorship	89
Gambar 4.3 Garis Kontinum Variabel Brand Image L-Men	96
Gambar 4.4 Uji Normalitas Brand Image (Y).....	Error! Bookmark not defined.