

DAFTAR ISI

KATA PENGANTAR	Error! Bookmark not defined.
UCAPAN TERIMA KASIH	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI	i
DAFTAR TABEL	iii
DAFTAR GAMBAR.....	iv
DAFTAR LAMPIRAN	5
PEDOMAN TRANSLITERASI ARAB-LATIN	Error! Bookmark not defined.
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1. Latar Belakang Penelitian	Error! Bookmark not defined.
1.2. Rumusan Masalah Penelitian	Error! Bookmark not defined.
1.3. Tujuan Penelitian.....	Error! Bookmark not defined.
1.4. Manfaat Penelitian.....	Error! Bookmark not defined.
1.5. Struktur Organisasi Skripsi	Error! Bookmark not defined.
BAB II KAJIAN PUSTAKA.....	Error! Bookmark not defined.
2.1. Program Tahfiz.....	Error! Bookmark not defined.
2.2. Tahfiz Alquran	Error! Bookmark not defined.
2.3. Penelitian Terdahulu	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
3.1. Desain Penelitian.....	Error! Bookmark not defined.
3.2. Partisipan dan Tempat Penelitian	Error! Bookmark not defined.
3.3. Pengumpulan Data	Error! Bookmark not defined.
3.4. Uji Keabsahan Data.....	Error! Bookmark not defined.
3.5. Analisis Data	Error! Bookmark not defined.
3.6. Coding	Error! Bookmark not defined.
BAB IV TEMUAN DAN PEMBAHASAN.....	Error! Bookmark not defined.
4.1. Temuan Penelitian.....	Error! Bookmark not defined.

Sri Inten Mayang Komala, 2017

PENGARUH SALES PROMOTION “ITB STUDENT PRIVILEGE” TERHADAP KEPUTUSAN PEMBELIAN PRODUK

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

4.1.1. Profil SD Al Lathif <i>Islamic International School</i> Bandung...	Error! Bookmark not defined.
4.1.2. Latar belakang dan Tujuan Program Tahfiz Alquran di SD Al Lathif <i>Islamic International School</i> Bandung	Error! Bookmark not defined.
4.1.3. Pelaksanaan program tahfiz Alquran di SD Al Lathif <i>Islamic International School</i> Bandung	Error! Bookmark not defined.
4.1.4. Hasil dari program tahfiz Alquran di SD Al Lathif <i>Islamic International School</i> Bandung	Error! Bookmark not defined.
4.2. Pembahasan Hasil Penelitian	Error! Bookmark not defined.
4.2.1. Profil SD Al Lathif <i>Islamic International School</i> Bandung	Error! Bookmark not defined.
4.2.2. Latar Belakang dan Tujuan Program Tahfiz Alquran di SD Al Lathif <i>Islamic International School</i> Bandung	Error! Bookmark not defined.
4.2.3. Pelaksanaan Program Tahfiz Alquran di SD Al Lathif <i>Islamic International School</i> Bandung	Error! Bookmark not defined.
4.2.4. Hasil dari Program Tahfiz Alquran di SD Al Lathif <i>Islamic International School</i> Bandung	Error! Bookmark not defined.
BAB V SIMPULAN, IMPLIKASI DAN REKOMENDASI...	Error! Bookmark not defined.
5.1. Simpulan.....	Error! Bookmark not defined.
5.2. Implikasi.....	Error! Bookmark not defined.
5.3. Rekomendasi	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.

DAFTAR TABEL

3.1 Tabel Data Informan Pokok dan Informan Pangkal.....	35
3.2 Tabel Proses Reduksi Data.....	44
3.3 Tabel Kode Wawancara.....	45
3.4 Tabel Kode Observasi.....	45
3.5 Tabel Kode Dokumentasi.....	45
4.1 Tabel Sarana dan Prasarana di SD Al Lathif <i>Islamic International School</i> Bandung.....	48
4.2 Tabel Data Kualifikasi Pendidikan Guru dan Karyawan di SD Al Lathif <i>Islamic</i> <i>International School</i> Bandung.....	49
4.3 Tabel Jadwal Kegiatan Harian Program Tahfiz Alquran di SD Al Lathif <i>Islamic</i> <i>International School</i> Bandung	56
4.4 Tabel Hasil Program tahfiz Alquran di SD Al Lathif <i>Islamic International</i> <i>School</i> Bandung.....	62

DAFTAR GAMBAR

3.1 Gambar Desain Penelitian.....	35
3.2 Gambar Peta Lokasi Penelitian.....	36
3.3 Gambar Triangulasi Teknik Pengumpulan Data.....	40
4.1 Gambar Bagan Struktur Organisasi di SD Al Lathif <i>Islamic International School</i> Bandung.....	49
4.2 Gambar Bagan Proses Kegiatan Tahfiz Alquran	72

DAFTAR LAMPIRAN

Lampiran 1. Surat-Surat Penelitian

Lampiran 2. Kisi-Kisi Instrumen dan Pedoman Penelitian

Lampiran 3. Hasil wawancara, Observasi dan Dokumentasi

Lampiran 4. Dokumentasi

Lampiran 5. Lembar Bimbingan Mahasiswa

Lampiran 6. Riwayat Hidup Penulis

Sri Inten Mayang Komala, 2017

PENGARUH SALES PROMOTION “ITB STUDENT PRIVILEGE” TERHADAP KEPUTUSAN PEMBELIAN PRODUK

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu