**DAFTAR ISI**

ix

HALAMAN JUDUL......................................................................................................i

ABSTRAK.....................................................................................................................ii

MOTTO..........................................................................................................................iii

LEMBAR PERSETUJUAN..........................................................................................iv

LEMBAR PENGESAHAN...........................................................................................v

LEMBAR KEASLIAN TUGAS AKHIR.....................................................................vi

BIOGRAFI...................................................................................................................vii

KATA PENGANTAR..................................................................................................viii

DAFTAR ISI.................................................................................................................ix

DAFTAR GAMBAR.....................................................................................................x

**BAB I PENDAHULUAN**................................................................................ 1

* 1. Latar Belakang................................................................................. 1
	2. Identifikasi Masalah......................................................................... 4
	3. Perumusan Masalah......................................................................... 5
	4. Tujuan dan Manfaat......................................................................... 5
	5. Teknik Penulisan.............................................................................. 6

1.5.1 Metodologi.............................................................................. 6

1.5.2 Tempat dan Waktu Penelitian................................................. 6

1.5.3 Jenis Data dan Metode Pengumpulan Data........................... 7

1.5.4 Metode Analisis Data............................................................. 7

**BAB II KAJIAN PUSTAKA**........................................................................... 8

2.1 Landasan Teori................................................................................. 8

 2.1.1 Manfaat Merek.... ............................................................. 9

 2.1.2 Penentuan Strategi melalui Merek................................... 10

 2.1.3 Strategi Melalui Merek.................................................... 13

 2.1.4 Jenis-Jenis Merek............................................................. 13

 2.1.5 Tujuan Merek................................................................... 14

 2.1.6 Bauran Pemasaran Melalui Merek................................... 15

 2.2 Tinjauan Pustaka............................................................................. 18

**BAB III HASIL DAN PEMBAHASAN**......................................................... 20

 3.1 Gambaran Umum Perusahaan......................................................... 20

 3.1.1 Sejarah PT.Sinar Galesong Prima.................................... 20

 3.1.2 Visi dan Misi Perusahaan................................................. 23

 3.1.3 Bidang Usaha PT.Sinar Galesong Prima.......................... 24

 3.1.4 Struktur Organisasi Perusahaan........................................ 25

 3.1.5 Uraian Pekerjaan ( Job Description )................................ 26

 3.2 Gambaran/Deskripsi Permasalahan yang ada.................................. 31

 3.2.1 Gambaran Permasahaan PT.Sinar Galesong Prima.......... 31

 3.3 Pembahasan...................................................................................... 31

**BAB IV PENUTUP**........................................................................................... 34

 4.1 KESIMPULAN.............................................................................. 34

 2.2 SARAN.......................................................................................... 34

**DAFTAR PUSTAKA**

**DAFTAR GAMBAR**