

TABLE OF CONTENT

ACKNOWLEDGEMENT	iii
ABSTRAK	iv
ABSTRACT	v
TABLE OF CONTENT	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
CHAPTER 1	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Objective of the Study	3
1.3 Scope of Study	3
1.4 Significance of the Study	3
1.4.1 Theoretical Significant	3
1.4.2 Practical Significant	3
1.5 Literature Review	4
CHAPTER 2	6
RESEARCH METHOD	6
2.1 Theoretical Framework	6
2.1.1 Mass Communication	6
2.1.1.1 Print Media	7
2.1.1.2 Broadcast Media	7
2.1.1.3 Outdoor & Transit Media	7
2.1.1.4 Digital Media or New Media	8
2.1.2 Perspective	8
2.1.3 Social Media	8
2.1.4 AISAS Model	11
2.2 Research Design	14
2.3 Research Instrument	15
2.3.1 Observation	16
2.3.2 Interview	16
2.3.3 Library Study	19
2.4 Method of Data Analysis	19



CHAPTER 3	20
FINDINGS AND DISCUSSION	20
3.1 Theoretical/Conceptual Background	20
3.1.1 DTEDI Social Media.....	20
3.1.2 DTEDI Official Instagram Account	21
3.1.3 DTEDI Instagram Rebranding Content	21
3.2 Analysis of Findings	26
3.2.1 Followers Perspective Analysis based on AISAS Model	27
3.2.1.1 Attention	27
3.2.1.2 Interest	31
3.2.1.3 Search.....	33
3.2.1.4 Action.....	34
3.2.1.5 Share	37
CHAPTER 4	42
CONCLUSION AND RECOMMENDATIONS	42
4.1 Conclusion	42
4.2 Recommendations.....	43
WORK CITED	45
APPENDICES	47
Appendix 1. List of Interview Questions	47
Appendix 2. Interview Results	49
Appendix 3. Editorial Plan of DTEDI Instagram account	57
Appendix 4. List of Informants	58