

TABLE OF CONTENTS

TABLE OF CONTENTS.....	2
TABLE OF FIGURES.....	4
CHAPTER I: RESEARCH INTRODUCTION.....	5
I.I Research Background.....	5
I.II Research Question.....	9
I.III Research Objectives.....	9
I.IV Research Significance.....	9
CHAPTER II: LITERATURE REVIEW.....	11
II.I Theoretical Framework.....	11
II.I.I Integrated Marketing Communication.....	11
II.I.II Digital Marketing Communications.....	15
II.I.II.I Digital Marketing.....	16
II.I.II.II Digital Marketing Communication Strategy.....	19
II.I.III.I Digital Marketing Tools.....	23
II.II Conceptual Framework.....	26
CHAPTER III: METHODOLOGY.....	28
III.I Research Design.....	28
III.II Research Sites.....	28
III.IV Data Collection.....	28
III.V Data Analysis Technique.....	30
III.VI Research Instrument.....	31
CHAPTER IV: FINDINGS & CRITICAL INSIGHTS.....	34
IV.I Overview of the Corporation's Marketing Communication Strategy.....	34
IV.II The Importance of Media Elements Synergising.....	38
IV.II.I Collaboration of BNI Agen46 and RANS Entertainment.....	39
IV.II.II Gelegar Rezeki Campaign.....	43
IV.II.III Pahlawan Finansial Campaign.....	45
IV.III Challenge and Methods in Evaluating the Campaign Performance.....	50
IV.IV Critical Insights.....	53
CHAPTER V: CLOSING.....	57
V.I Conclusion.....	57
V.II Recommendations.....	58
REFERENCES.....	60
APPENDICES.....	65

TABLE OF FIGURES

Figure 2.1.....	15
Figure 2.2.....	22
Figure 3.1.....	26
Figure 4.1.....	31
Figure 4.2.....	32
Figure 4.3.....	36
Figure 4.3.....	38
Figure 4.4.....	38
Figure 4.4.....	39
Figure 4.5.....	40
Figure 4.6.....	44
Figure 4.6.....	45