

TABLE OF CONTENTS

LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN BEBAS PLAGIASI.....	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
TABLE OF CONTENTS	vii
TABLE OF FIGURES	ix
TABLE OF TABLES.....	xi
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Research Question.....	4
1.3 Research Objectives	4
1.4 Research Benefits	5
1.5 Research Novelty	5
CHAPTER II LITERATURE REVIEW.....	7
2.1 Theoretical Framework	7
2.1.1 The Role of Public Relations.....	7
2.1.2 Campaign Strategy	9
2.1.3 Financial Literacy.....	18
2.1.4 Otoritas Jasa Keuangan As An Independent State Institution.....	19
2.2 Conceptual Framework	21
CHAPTER III METHODOLOGY	24
3.1 Research Methodology.....	24
3.2 Data Collection Technique.....	25
3.2.1 Primary Data.....	25
3.2.2 Secondary Data.....	26

3.3 Data Analysis Technique	26
3.4 Research Limitation	27
CHAPTER IV FINDINGS AND DISCUSSION	28
4.1 Findings	28
4.1.1 Subject of The Research	28
4.1.2 Campaign Background	35
4.1.3 Campaign Stages	36
4.2 Discussion	80
4.2.1 Public Relations Roles Analysis	81
4.2.2 Evaluating Managerial Role of Public Relations as a Bridge Between Institution and Public	91
4.2.3 Public Relations Roles in The Context of a Government-Mandated Cause-Oriented Campaign	92
CHAPTER V CLOSING	94
5.1 Conclusion	94
5.2 Suggestions	95
REFERENCES	97
APPENDIX	102