

TABLE OF CONTENTS

| | |
|---|----------|
| LEMBAR PENGESAHAN | iii |
| PERNYATAAN BEBAS PLAGIASI | iv |
| ACKNOWLEDGEMENT..... | v |
| ABSTRAK | vi |
| ABSTRACT | vii |
| TABLE OF CONTENTS..... | viii |
| LIST OF PICTURES | x |
| CHAPTER 1 INTRODUCTION..... | 1 |
| 1.1 Background of Study | 1 |
| 1.2 Objectives of The Study..... | 3 |
| 1.3 Scope of The Study..... | 3 |
| 1.4 Methods of Study | 4 |
| 1.4.1 Methods of Collecting Data | 4 |
| 1.4.2 Method of Analyzing Data | 4 |
| 1.4.3 Method of presenting Data | 4 |
| 1.5 Presentation | 5 |
| CHAPTER 2 PROFILE OF KRONA INDONESIA DIGITAL MARKETING AGENCY..... | 6 |
| 2.1 Company Profile..... | 6 |
| 2.2 Vision, Mission, and Motto in Krona | 6 |
| 2.3 Company Structure | 7 |
| 2.4 Job Description..... | 8 |
| 2.5 Services in Krona Indonesia..... | 10 |
| 2.6 Clients of Krona Indonesia | 11 |
| 2.6.1 Telkom Indonesia..... | 11 |
| 2.6.3 Mahaka Group | 12 |
| 2.6.4 ASABRI | 12 |
| 2.6.6 Motorola | 12 |
| 2.6.7 The National Agency of Drugs and Food Control of Republic Indonesia | 12 |
| 2.6.9 Unilever | 13 |



| | |
|---|-----------|
| CHAPTER 3 CONTENT STRATEGIES TO REACH THE GOALS IN MANAGING CLIENTS' SOCIAL MEDIA IN KRONA INDONESIA | 14 |
| 3.1. Digital Marketing and Content Strategy | 14 |
| 3.2 The Role of Krona Indonesia in Managing Clients Social Media | 15 |
| 3.2.1 Build Credibility | 15 |
| 3.2.2. Gain Reputation | 17 |
| 3.2.3 Increases Customer..... | 20 |
| 3.3. Content Strategies Implemented by Krona Indonesia to Reach the Goals of Clients' Social Media | 21 |
| 3.3.1. Attract | 24 |
| 3.3.2. Convert | 26 |
| 3.3.3 Transform | 30 |
| CHAPTER 4 CONCLUSION..... | 31 |
| WORKS CITED | 32 |
| APPENDIX 1: LIST OF INFORMANTS | 33 |
| APPENDIX 2: LIST OF INTERVIEWS QUESTIONS | 34 |
| APPENDIX 3: CURRICULUM VITAE | 35 |
| APPENDIX 4: LOGBOOK | 36 |