

TABLE OF CONTENTS

HALAMAN JUDUL	i
LEMBAR PENGESAHAN	ii
PERNYATAAN BEBAS PLAGIASI	iii
ACKNOWLEDGEMENT	iv
ABSTRAK	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	viii
LIST OF CHARTS	ix
LIST OF TABLE	x
CHAPTER 1: INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of study.....	4
1.3 The Scope of Study	4
1.4 Methods of Study	4
1.4.1 Methods of Collecting Data	4
1.4.2 Methods of Analyzing Data	5
1.5 Presentation.....	5
CHAPTER 2: THE PROFILE OF PT PERTAMINA MOR IV	6
2.1 History of PT Pertamina (Persero)	6
2.2 Vision and Mission	7
2.3 Company's Goal	7
2.4 The 6C Value	8
2.5 Company Logo	9
2.6 PT Pertamina Marketing Operation Region IV	10
2.6.1 Organization Structure of PT Pertamina MOR IV.....	11
2.7 Communications Relations & CSR Unit	12
2.7.1 Organization Structure	12
2.7.2 The Official Media of PT Pertamina MOR IV	13

CHAPTER 3: THE PROCESS OF ‘THE INVISIBLE HAND’ BY PT PERTAMINA MOR IV	13
3.1 ‘The Invisible Hand’ Program	18
3.1.1 ‘The Invisible Hand’ through Social Media	20
3.1.1.1 The Mechanism of ‘The Invisible Hand’ in Social Media ...	22
3.1.1.1.1 The List of Social Media Accounts	22
3.1.1.1.2 The Design Posters	23
3.1.1.1.3 The Paid Promote	25
3.1.2 ‘The Invisible Hand’ through Media Relations	29
3.1.2.1 The Mechanism of ‘The Invisible Hand’ in Media Relations	29
3.1.2.1.1 The Participants	30
3.1.2.1.2 The Execution of Focus Group Discussion	31
3.2 The Outcomes of ‘The Invisible Hand’ Program	33
3.2.1 The Outcomes through Social Media	34
3.2.2 The Outcomes through Media Relations	36
CHAPTER 4: CONCLUSION AND SUGGESTIONS	42
4.1 Conclusion	42
4.2. Suggestions	43
WORKS CITED	xi
APPENDICES	xii