

## TABLE OF CONTENTS

FINAL PAPER.....	i
LAPORAN AKHIR.....	ii
HALAMAN PENGESAHAN.....	iii
PERNYATAAN BEBAS PLAGIASI.....	iv
ACKNOWLEDGEMENT.....	v
INTISARI.....	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES.....	x
CHAPTER 1 : INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Objectives of Study.....	3
1.3 Scope of Study.....	4
1.4 Method of Study.....	4
1.4.1 Method of Collecting Data.....	4
1.4.2 Method of Analysing Data.....	4
1.4.3 Method of Presenting Data.....	4
1.5 Presentation.....	5
CHAPTER II : THE PROFILE OF BACHELOR OF APPLIED ENGLISH STUDY PROGRAM.....	6
2.1 History of Vocational College.....	6
2.2 Organizational Structure of Vocational College.....	7
2.3 Departments and Study Programs of Vocational College.....	8
2.4 Bachelor of Applied English Study Program.....	9
2.4.1 Vision and Mission of Bachelor of Applied English study Program.....	9
2.4.2 The Head and Lecturers of Bachelor of Applied English Study Program.....	10
2.4.3 Facilities of Vocational College.....	11
2.5 The Promotion Strategies Employed in Bachelor of Applied English Study Program.....	13
2.5.1 Traditional Media.....	13
2.5.2 New Media.....	14
CHAPTER III : THE SOCIAL MEDIA PROMOTION STRATEGIES TO DEVELOP BRAND AWARENESS OF BACHELOR OF APPLIED ENGLISH STUDY PROGRAM.....	18
3.1 Brand Awareness.....	18
3.2 Promotion Strategies Using Social Media.....	20
3.2.1 Types and Characteristics of Promotion Strategies.....	20
3.2.2 The Advantages and Disadvantages of Online Promotion Strategy.....	22
3.2.3 How to Do the Promotion Online.....	24
3.3 The Implementation Process of Social Media Promotion.....	25



UNIVERSITAS  
GADJAH MADA

**THE SOCIAL MEDIA PROMOTION STRATEGIES DURING COVID-19 PANDEMIC TO DEVELOP  
BRAND AWARENESS OF**

**BACHELOR OF APPLIED ENGLISH STUDY PROGRAM**

AZZAHRA RIZKI F, Dr. Endang Soelistiyowati, M.Pd.

Universitas Gadjah Mada, 2020 | Diunduh dari <http://etd.repository.ugm.ac.id/>

3.3.1 The Strategies in Planning Social Media Promotion.....	25
3.3.2 The Content Making Process.....	28
3.4 Social Media Handling Procedures.....	30
3.5 The Benefits and Challenges in Social Media Handling.....	35
3.6 Twitter Engagement Results.....	36
CHAPTER IV : CONCLUSIONS AND RECOMMENDATIONS.....	39
4.1 Conclusions.....	39
4.2 Recommendations.....	40
WORKS CITED.....	41
APPENDIX 1 : LIST OF INFORMANTS.....	43
APPENDIX 2 : LIST OF INTERVIEW QUESTIONS.....	44
APPENDIX 3 : CURRICULUM VITAE.....	45
APPENDIX 4 : LOGBOOK.....	47