

TABLE OF CONTENT

FINAL PAPER	i
LAPORAN AKHIR	ii
HALAMAN PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGMENT	v
INTISARI	vi
ABSTRACT	vii
TABLE OF CONTENT	viii
LIST OF PICTURES	x
LIST OF TABLE	xi
LIST OF CHARTS	xii
CHAPTER 1: INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study	3
1.3 Scope of Study	3
1.4 Methods of study	3
1.4.1 Method of Collecting the Data	4
1.4.2 Method of Analyzing the Data	5
1.4.3 Method of Presenting the Data	5
1.5 Presentation	5
CHAPTER 2: PROFILE OF DINAS KEBUDAYAAN BANTUL	6
2.1 The brief history of Dinas Kebudayaan Bantul	6
2.2 Vision and Missions	7
2.2.1 Vision	7
2.2.2 Missions	7
2.3 The Purpose of the Organization	7
2.4 Organizational Structure	9
2.5 Activities	9
2.6 Facilities	10
2.6.1 Lobby	11
2.6.2 Office Rooms	11
2.6.3 Meeting Rooms	12



2.6.4 <i>Gamelan</i> Display.....	13
2.6.5 Toilet.....	13
2.6.6 Parking Area	14
CHAPTER 3: THE ANALYSIS OF ENGAGEMENT RATE OF DINAS KEBUDAYAAN BANTUL'S INSTAGRAM.....	15
3.1 Social Media Measurement.....	15
3.2 Dinas Kebudayaan Bantul Social Media	19
3.3 The Engagement Rate of Dinas Kebudayaan Bantul's Instagram	21
CHAPTER 4: CONCLUSION AND RECOMMENDATION	26
4.1 Conclusion	26
4.2 Recommendation	27
WORKS CITED	28
LIST OF APPENDICES	30