

## TABLE OF CONTENTS

HALAMAN PENGESAHAN.....	i
PERNYATAAN BEBAS PLAGIASI .....	ii
ACKNOWLEDGEMENT .....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURES .....	viii
CHAPTER 1 .....	1
1.1 Background of Study .....	1
1.2 Objectives of Study .....	3
1.3 Scope of Study .....	3
1.4 Method of Study .....	3
1.4.1. Method of Collecting Data.....	3
1.4.2. Method of Analyzing Data.....	4
1.4.3. Method of Presenting Data .....	4
1.5 Presentation.....	4
CHAPTER 2 .....	5
2.1. The History of Jogja Iztimewa (JIZ) FM .....	5
2.2. Logo of JIZ FM.....	6
2.3. Vision and Mission of JIZ FM.....	7
2.4. Programs .....	7
2.4.1. Semangat Pagi.....	7
2.4.2. Santai Sore .....	8
2.4.3. JAGOAN (JIZ 30 Lagu Pilihan) .....	8
2.4.4. 89,5 Menit Tanpa Basa-Basi .....	9
2.5. The Organization Structure of the Company .....	9
2.5.1. Manager .....	9
2.5.2. Finance & Administration.....	10
2.5.3. Program Director.....	10
2.5.4. Music Director .....	10



2.5.5.	Promotion & Brand Activation .....	10
2.5.6.	Sales & Account Executive.....	11
2.5.7.	Announcer.....	11
2.5.8.	Off Air Division .....	11
2.5.9.	General Affair .....	11
2.6.	Facilities in JIZ FM Jogja .....	11
2.6.1.	Operational Building.....	11
2.6.2.	Lobby .....	12
2.6.3.	Broadcasting Studio .....	12
2.6.4.	Production Room .....	13
2.6.5.	Music Director's Room .....	14
2.6.6.	Kitchen.....	15
2.6.7.	Finance and Tax Division Room .....	15
2.6.8.	Lounge .....	16
2.6.9.	Mushola.....	16
2.6.10.	Parking Lot.....	16
CHAPTER 3	.....	17
3.1.	Social Media as a Promotion Tool.....	17
3.2.	Instagram Account of JIZ FM.....	17
3.3.	The Content from Instagram @895jizfm.....	19
3.4.	The Process of Instagram Content Making .....	19
3.4.1.	Element of Graphic Design.....	20
3.4.2.	Redesign Instagram Content @895jizfm .....	24
3.4.3.	Promotional Poster Making .....	30
3.5.	Analysis of @895jizfm Instagram Posts.....	32
3.5.1.	Content Analysis .....	33
CHAPTER 4	.....	38
4.1.	Conclusion .....	38
4.2.	Recommendation .....	38
WORKS CITED	.....	40
APENDICES	.....	42