

## TABLE OF CONTENTS

<b>HALAMAN PENGESAHAN</b> .....	i
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	ii
<b>ACKNOWLEDGEMENT</b> .....	iii
<b>ABSTRAK</b> .....	iv
<b>ABSTRACT</b> .....	v
<b>TABLE OF CONTENTS</b> .....	vi
<b>LIST OF FIGURES</b> .....	viii
<b>CHAPTER 1 INTRODUCTION</b> .....	1
1.1. Background of Study .....	1
1.2. Objectives of Study .....	5
1.3. Scope of Study .....	5
1.4. Significance of Study .....	5
1.5. Literature Review.....	5
<b>CHAPTER 2 RESEARCH MEHOD</b> .....	10
2.1. Theoretical Framework.....	10
2.1.1. Social Media as Branding and Marketing .....	10
2.1.2. The Theories of Social Media Marketing Step .....	10
2.1.2.1. Social Media Marketing Pre-Execution.....	11
2.1.2.2. Social Media Marketing Execution .....	15
2.1.2.2.1. Instagram .....	15
2.1.2.2.2. Facebook .....	17
2.1.2.2.3. YouTube .....	19
2.2. Research Design.....	22
2.3. Research Instrument.....	22
2.4. Methods of Data Analysis.....	23
<b>CHAPTER 3 FINDING AND DISCUSSION</b> .....	24
3.1. Theoretical/Conceptual Background .....	24
3.1.1. DTHV Profile.....	24
3.1.2. Organizational Structure .....	25
3.1.3. DTHV SV UGM Social Media Platforms .....	26
3.1.3.1. DTHV SV UGM Instagram .....	26
3.1.3.2. DTHV SV UGM Facebook .....	26



3.1.3.1. DTHV SV UGM YouTube .....	27
3.1.4. Social Media Marketing and Branding for Institution .....	28
3.2. Analysis on The Findings .....	29
3.2.1. DTHV SV UGM Social Media Marketing Pre-Execution Analysis .....	29
3.2.2. DTHV SV UGM Instagram Analysis .....	33
3.2.3. DTHV SV UGM Facebook Analysis .....	42
3.2.4. DTHV SV UGM YouTube Analysis .....	46
<b>CHAPTER 4 CONCLUSIONS AND SUGGESTION .....</b>	<b>53</b>
4.1. Conclusions.....	53
4.1. Suggestion.....	54
<b>WORK CITED.....</b>	<b>56</b>
<b>APPENDICE .....</b>	<b>59</b>
Appendix 1. DTHV SV UGM Social Media Branding Timeline.....	59
Appendix 2. List of Informants.....	62
Appendix 3. List of Questions .....	62
Appendix 4. Documentations.....	63