

DAFTAR ISI

HALAMAN PERSETUJUAN	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
HALAMAN PERNYATAAN	Error! Bookmark not defined.
MOTTO	Error! Bookmark not defined.
HALAMAN PERSEMBAHAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR GAMBAR	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
BAB I	Error! Bookmark not defined.
1.1. Latar Belakang	Error! Bookmark not defined.
1.2. Rumusan Masalah	Error! Bookmark not defined.
1.3. Tujuan Penelitian	Error! Bookmark not defined.
1.4. Manfaat Penelitian	Error! Bookmark not defined.
1.5. Kerangka Teori dan Konsep	Error! Bookmark not defined.
1.5.1. Individual Differences	Error! Bookmark not defined.
1.5.2. Persepsi	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
2.1. Persepsi	Error! Bookmark not defined.
2.1.1. Persepsi Dalam Proses Komunikasi	Error! Bookmark not defined.
2.2. Pengertian Suporter dan Karakter Suporter Error! Bookmark not defined.	
2.2.1. Pengertian suporter	Error! Bookmark not defined.
2.2.2. Jenis-Jenis Suporter	Error! Bookmark not defined.
2.3. Pengertian Kampanye	Error! Bookmark not defined.
2.4. Penelitian Terdahulu	Error! Bookmark not defined.
2.4.1. Penelitian I	Error! Bookmark not defined.
2.4.2. Penelitian II	Error! Bookmark not defined.
2.4.2. Penelitian III	Error! Bookmark not defined.

2.5 Kondisi Persepakbolaan Indonesia	Error! Bookmark not defined.
2.5.1 Pokok Masalah Utama Sepakbola Di Indonesia	Error! Bookmark not defined.
2.5.2 Permasalahan Suporter yang Mempengaruhi Kondisi Sepakbola Indonesia	Error! Bookmark not defined.
2.6 Eksistensi Sepak bola dan Sponsorship	Error! Bookmark not defined.
2.6.1 Asia sebagai Pabrik Sponsor.....	Error! Bookmark not defined.
2.6.2 Mesin Komersial Penghasil Uang Dalam Sepakbola	Error! Bookmark not defined.
2.7 Tata Kelola dan Manajemen Sepakbola Indonesia	Error! Bookmark not defined.
2.8 Relasi Penonton dan Klub	Error! Bookmark not defined.
2.8.1 Kontribusi Suporter	Error! Bookmark not defined.
2.8.2 Suporter Sebagai Konsumen Sepakbola	Error! Bookmark not defined.
2.9 Partisipasi, Dukungan Penonton dan Tiket.	Error! Bookmark not defined.
2.10 Kampanye Beli Tiket : Dimensi Persuasi...	Error! Bookmark not defined.
2.10.1 No Ticket No Game.....	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
3.1. Jenis dan Metode Penelitian	Error! Bookmark not defined.
3.2. Subjek Penelitian dan Objek Penelitian..	Error! Bookmark not defined.
3.3. Sumber Data	Error! Bookmark not defined.
3.3.1. Sumber Data Primer	Error! Bookmark not defined.
3.3.2.Sumber Data Sekunder	Error! Bookmark not defined.
3.4. Deskripsi Informan penelitian.....	Error! Bookmark not defined.
3.5. Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.5.1. Wawancara	Error! Bookmark not defined.
3.5.2. Observasi.....	Error! Bookmark not defined.
3.5.3. Studi Pustaka	Error! Bookmark not defined.
3.6. Teknik Analisis Data.....	Error! Bookmark not defined.
3.8. Validitas Data.....	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
4.1. Deskripsi Tentang Kampanye “No Ticket No Game”	Error! Bookmark not defined.
4.2. Hasil Penelitian	Error! Bookmark not defined.
4.2.1. Persepsi Supporter Terhadap Kesebelasan PSS Sleman	Error! Bookmark not defined.

4.2.2. Persepsi Supporter Terhadap Pesan No Ticket No GameError! Bookmark not defined.

4.2.3. Persepsi Suporter Tentang Sistem Pembelian Tiket PertandinganError!
Bookmark not defined.

4.24. Persepsi Supporter Tentang Media Kampanye No Ticket No GameError! Bookmark not defined.

4.3. PembahasanError! Bookmark not defined.

BAB VError! Bookmark not defined.

5.1. Kesimpulan.....Error! Bookmark not defined.

5.2. SaranError! Bookmark not defined.

LAMPIRANError! Bookmark not defined.