

## DAFTAR ISI

|                                   |      |
|-----------------------------------|------|
| HALAMAN PERNYATAAN.....           | IV   |
| HALAMAN MOTTO.....                | V    |
| HALAMAN PERSEMBAHAN.....          | VI   |
| KATA PENGANTAR.....               | VII  |
| DAFTAR ISI.....                   | 1    |
| DAFTAR TABEL.....                 | XIII |
| DAFTAR GAMBAR.....                | XIV  |
| ABSTRAK.....                      | XV   |
| <i>ABSTRACT</i> .....             | XVI  |
| BAB I.....                        | 1    |
| PENDAHULUAN.....                  | 1    |
| 1.1. Latar Belakang.....          | 1    |
| 1.2. Rumusan Masalah.....         | 8    |
| 1.3. Tujuan Penelitian.....       | 8    |
| 1.4. Manfaat Penelitian.....      | 9    |
| 1.4.1. Manfaat Teoritis.....      | 9    |
| 1.4.2. Manfaat Praktis.....       | 9    |
| 1.5. Kerangka Teori.....          | 9    |
| 1.6. Kerangka Pemikiran.....      | 13   |
| 1.7. Hipotesis.....               | 15   |
| BAB II.....                       | 16   |
| TINJAUAN PUSTAKA.....             | 16   |
| 2.1. Media Baru.....              | 16   |
| 2.2. Komunikasi Pemasaran.....    | 17   |
| 2.3. Media Sosial.....            | 19   |
| 2.4. TikTok.....                  | 22   |
| 2.5. <i>Viral marketing</i> ..... | 27   |
| 2.6. Minat Beli.....              | 30   |
| 2.7. Penelitian Terdahulu.....    | 32   |
| METODE PENELITIAN.....            | 37   |
| 3.1. Jenis Penelitian.....        | 37   |
| 3.2. Subjek Penelitian.....       | 37   |
| 3.3. Objek Penelitian.....        | 38   |

|                  |   |    |
|------------------|---|----|
| 3.4.             | Variabel Penelitian .....                           | 38 |
| 3.4.1.           | Variabel Bebas .....                                | 39 |
| 3.4.2.           | Variabel Terikat .....                              | 39 |
| 3.5.             | Populasi dan Sampel Penelitian .....                | 40 |
| 3.5.1.           | Populasi.....                                       | 40 |
| 3.5.2.           | Sampel.....   | 40 |
| 3.6.             | Sumber Data .....                                   | 42 |
| 3.6.1.           | Data Primer .....                                   | 42 |
| 3.6.2.           | Data Sekunder .....                                 | 42 |
| 3.7.             | Teknik Pengumpulan Data .....                       | 43 |
| 3.7.1.           | Kuesioner .....                                     | 43 |
| 3.7.2.           | Studi Pustaka.....                                  | 44 |
| 3.8.             | Definisi Konseptual Variabel .....                  | 44 |
| 3.9.             | Definisi Operasional.....                           | 46 |
| 3.10.            | Uji Validitas dan Reliabilitas .....                | 47 |
| 3.10.1.          | Uji Validitas .....                                 | 47 |
| 3.10.2.          | Uji Reliabilitas .....                              | 55 |
| 3.11.            | Teknik Analisis Data .....                          | 57 |
| 3.11.1.          | Uji Normalitas.....                                 | 57 |
| 3.11.2.          | Product Moment Person.....                          | 57 |
| 3.11.3.          | Analisis Regresi Linier Sederhana.....              | 57 |
| 3.11.4.          | Uji Koefisien Determinasi ( <i>S Square</i> ) ..... | 58 |
| 3.11.5.          | Uji Korelasi Parsial (Uji <i>t</i> ) .....          | 58 |
| BAB IV           | .....   | 60 |
| HASIL PENELITIAN | .....   | 60 |
| 4.1.             | Gambaran Umum Perusahaan Bunaaca .....              | 60 |
| 4.2.             | Identifikasi Responden .....                        | 62 |
| 4.3.             | Hasil Penelitian.....                               | 67 |
| 4.3.1.           | Deskripsi Data Penelitian.....                      | 67 |
| 4.3.2.           | Uji Asumsi Klasik.....                              | 81 |
|                  | Uji Normalitas .....                                | 81 |
|                  | Uji Linieritas .....                                | 82 |
|                  | Uji Heteroskedastisitas .....                       | 83 |
| 4.3.3.           | Uji <i>Product Moment</i> .....                     | 84 |

|  |     |
|--|-----|
| 4.3.4. Uji Regresi Linier Sederhana.....                     | 85  |
| 4.3.5. Hasil Koefisien Determinasi ( <i>R Square</i> ) ..... | 86  |
| 4.3.6. Hasil Uji T.....                                      | 87  |
| 4.4. Pembahasan .....  | 88  |
| BAB V .....  | 97  |
| PENUTUP .....  | 97  |
| 5.1. Kesimpulan.....   | 97  |
| 5.2. Saran.....  | 98  |
| DAFTAR PUSTAKA.....  | 100 |
| LAMPIRAN .....   | 106 |