

DAFTAR ISI

HALAMAN SAMPUL	Error! Bookmark not defined.
HALAMAN JUDUL	Error! Bookmark not defined.
HALAMAN PERSETUJUAN	Error! Bookmark not defined.
HALAMAN PENGESAHAN	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR GAMBAR	Error! Bookmark not defined.
BAB 1 PENDAHULUAN	Error! Bookmark not defined.
A. Konteks Penelitian	Error! Bookmark not defined.
B. Fokus Penelitian	Error! Bookmark not defined.
C. Tujuan Penelitian	Error! Bookmark not defined.
D. Kegunaan Penelitian	Error! Bookmark not defined.
E. Definisi Istilah	Error! Bookmark not defined.
F. Kajian Penelitian Terdahulu	Error! Bookmark not defined.
BAB II KAJIAN TEORI	Error! Bookmark not defined.
A. Pengertian Strategi Pemasaran ...	Error! Bookmark not defined.
B. Kajian Tentang Bauran Pemasaran	Error! Bookmark not defined.
	defined.
C. Kajian Tentang Grosir	Error! Bookmark not defined.
BAB III METODE PENELITIAN	Error! Bookmark not defined.
A. Pendekatan dan Jenis Penelitian .	Error! Bookmark not defined.
B. Kehadiran Peneliti	Error! Bookmark not defined.
C. Lokasi Penelitian	Error! Bookmark not defined.
D. Sumber Data	Error! Bookmark not defined.

	E. Prosedur Pengumpulan Data	Error! Bookmark not defined.
	F. Analisis Data	Error! Bookmark not defined.
	G. Pengecekan Keabsahan Data	Error! Bookmark not defined.
	H. Tahapan Penelitian	Error! Bookmark not defined.
BAB IV	PAPARAN DATA, TEMUAN PENELITIAN, DAN PEMBAHASAN	Error! Bookmark not defined.
	A. Paparan Data	Error! Bookmark not defined.
	B. Paparan Data Hasil Penelitian	Error! Bookmark not defined.
	C. Temuan Penelitian	Error! Bookmark not defined.
	D. Pembahasan	Error! Bookmark not defined.
BAB V	PENUTUP	Error! Bookmark not defined.
	A. Kesimpulan	Error! Bookmark not defined.
	B. Saran	Error! Bookmark not defined.
	DAFTAR RUJUKAN	Error! Bookmark not defined.
	LAMPIRAN	Error! Bookmark not defined.
	RIWAYAT HIDUP	Error! Bookmark not defined.

