

DAFTAR ISI

SKRIPSI.....	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
LEMBAR PERESETUJUAN	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI.....	1
DAFTAR TABEL	4
DAFTAR GAMBAR	5
DAFTAR LAMPIRAN	6
BAB 1 PENDAHULUAN	Error! Bookmark not defined.
A. Latar Belakang	Error! Bookmark not defined.
B. Rumusan Masalah	Error! Bookmark not defined.
C. Tujuan Penelitian.....	Error! Bookmark not defined.
D. Manfaat Penelitian	Error! Bookmark not defined.
1. Manfaat Teoritis	Error! Bookmark not defined.
2. Manfaat Praktis	Error! Bookmark not defined.
E. Kerangka Berfikir.....	Error! Bookmark not defined.
F. Hipotesis Penelitian.....	Error! Bookmark not defined.
G. Hasil Penelitian Terdahulu	Error! Bookmark not defined.
BAB II TINJAUAN PUSTAKA.....	Error! Bookmark not defined.
A. Konsep <i>Qona'ah</i>	Error! Bookmark not defined.
1. Definisi <i>Qona'ah</i>	Error! Bookmark not defined.
2. <i>Qona'ah</i> Menurut Al-Ghazali.....	Error! Bookmark not defined.
3. <i>Qona'ah</i> Menurut Buya Hamka.....	Error! Bookmark not defined.
4. Landasan <i>Qona'ah</i> dalam Al-Quran dan Hadist .	Error! Bookmark not defined.
5. Hikmah <i>Qona'ah</i>	Error! Bookmark not defined.
6. Hubungan <i>Qona'ah</i> dengan Regulator Ketenangan Batin.....	Error! Bookmark not defined.
B. Ketenangan Batin	Error! Bookmark not defined.
1. Pengertian Ketenangan Batin.....	Error! Bookmark not defined.

2. Ketenangan Batin dalam Psikologi **Error! Bookmark not defined.**
3. Ketenangan Batin dalam Perspektif Tasawuf..... **Error! Bookmark not defined.**
4. Hubungan Ketenangan Batin dengan *Qona'ah*... **Error! Bookmark not defined.**
- C. Penggunaan *Make Up* **Error! Bookmark not defined.**
 1. Pengertian *Make Up* **Error! Bookmark not defined.**
 2. Fungsi *Make Up* **Error! Bookmark not defined.**
 3. *Make Up* dalam Perspektif Psikologi **Error! Bookmark not defined.**
- D. *Brand Ambassador*..... **Error! Bookmark not defined.**
 1. Pengertian Brand Ambassador **Error! Bookmark not defined.**
 2. Peran dan Tugas *Brand Ambassador* **Error! Bookmark not defined.**
 3. Tuntutan penampilan *Brand Ambassador*..... **Error! Bookmark not defined.**
 4. Hubungan *Brand Ambassador* dengan Penggunaan *Make up* **Error! Bookmark not defined.**

BAB III METODOLOGI PENELITIAN **Error! Bookmark not defined.**

- A. Pendekatan dan Metode Penelitian **Error! Bookmark not defined.**
- B. Jenis dan Sumber Data **Error! Bookmark not defined.**
 1. Data Primer **Error! Bookmark not defined.**
 2. Data Sekunder **Error! Bookmark not defined.**
- C. Teknik Pengumpulan Data **Error! Bookmark not defined.**
 1. Wawancara **Error! Bookmark not defined.**
 2. Observasi..... **Error! Bookmark not defined.**
 3. Dokumentasi **Error! Bookmark not defined.**
 4. Kisi-kisi Instrumen Wawancara Penelitian pada Mahasiswi *Brand Ambassador* UIN Sunan Gunung Djati Bandung **Error! Bookmark not defined.**
- D. Teknik Analisis Data **Error! Bookmark not defined.**
 1. Data Reduction (Reduksi Data) **Error! Bookmark not defined.**
 2. Data *Display* (Penyajian Data)..... **Error! Bookmark not defined.**
 3. *Conclusion Drawing/Verification* (Penarikan Kesimpulan dan Verifikasi.. **Error! Bookmark not defined.**
- E. Tempat dan Waktu Penelitian..... **Error! Bookmark not defined.**
 1. Tempat Penelitian..... **Error! Bookmark not defined.**
 2. Waktu Penelitian **Error! Bookmark not defined.**

BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....Error! Bookmark not defined.

- A. Gambaran Umum *Brand Ambassador* UIN Sunan Gunung Djati Bandung
Error! Bookmark not defined.
 - 1. Latar Belakang dan Pembentukan *Brand Ambassador* UIN Sunan Gunung Djati Bandung**Error! Bookmark not defined.**
 - 2. Tugas, Peran dan Tanggung Jawab *Brand Ambassador* UIN Sunan Gunung Djati Bandung**Error! Bookmark not defined.**
 - 3. Proses Seleksi *Brand Ambassador* UIN Sunan Gunung Djati Bandung...**Error! Bookmark not defined.**
- B. Hasil Penelitian**Error! Bookmark not defined.**
 - 1. Informan Pertama.....**Error! Bookmark not defined.**
 - 2. Informan Kedua**Error! Bookmark not defined.**
 - 3. Informan Ketiga**Error! Bookmark not defined.**
 - 4. Informan keempat**Error! Bookmark not defined.**
 - 5. Informan kelima**Error! Bookmark not defined.**
 - 6. Informan keenam**Error! Bookmark not defined.**
- C. Pembahasan.....**Error! Bookmark not defined.**
 - 1. Fungsi *Qona'ah* Sebagai Regulator Ketenangan Batin *Brand Ambassador* Universitas Islam Negeri Sunan Gunung Djati Bandung Dalam Menghadapi Tekanan Standar Kecantikan**Error! Bookmark not defined.**
 - 2. Dinamika *Qona'ah* Dalam Diri Mahasiswi *Brand Ambassador* Universitas Islam Sunan Gunung Djati Bandung Dan Pengaruhnya Terhadap Ketenangan Batin Dalam Penggunaan *Make Up* **Error! Bookmark not defined.**

BAB V KESIMPULAN DAN SARAN Error! Bookmark not defined.

- A. Kesimpulan**Error! Bookmark not defined.**
- B. Saran.....**Error! Bookmark not defined.**
 - 1. Bagi Penelitian Selanjutnya**Error! Bookmark not defined.**
 - 2. Bagi Mahasiswi *Brand Ambassador* UIN Sunan Gunung Djati Bandung, **Error! Bookmark not defined.**
 - 3. Bagi Pengelola Program *Brand Ambassador* UIN Sunan Gunung Djati Bandung**Error! Bookmark not defined.**

DAFTAR PUSTAKA.....Error! Bookmark not defined.

LAMPIRAN.....Error! Bookmark not defined.

RIWAYAT HIDUP.....Error! Bookmark not defined.



uin
UNIVERSITAS ISLAM NEGERI
SUNAN GUNUNG DJATI
BANDUNG

DAFTAR TABEL

Tabel 3. 1 Panduan Observasi Penelitian	Error! Bookmark not defined.
Tabel 3. 2 Kisi-Kisi Intrumen Wawancara	Error! Bookmark not defined.
Tabel 3. 3 Waktu Penelitian.....	Error! Bookmark not defined.
Tabel 4. 1 Informasi Informan	Error! Bookmark not defined.
Tabel 4. 2 Hasil Observasi Informan 1	Error! Bookmark not defined.
Tabel 4. 3 Hasil Observasi Informan 2.....	Error! Bookmark not defined.
Tabel 4. 4 Hasil Observasi Informan 3.....	Error! Bookmark not defined.
Tabel 4. 5 Hasil Observasi Informan 4.....	Error! Bookmark not defined.
Tabel 4. 6 Hasil Observasi Informan 5.....	Error! Bookmark not defined.
Tabel 4. 7 Hasil Observasi Informan 6.....	Error! Bookmark not defined.



DAFTAR GAMBAR

Gambar 1. 1 Skema Kerangka Berfikir.....**Error! Bookmark not defined.**



DAFTAR LAMPIRAN

Lampiran 1 Pertanyaan Wawancara	Error! Bookmark not defined.
Lampiran 2 Panduan Observasi	Error! Bookmark not defined.
Lampiran 3 Hasil Wawancara Narasumber 1	Error! Bookmark not defined.
Lampiran 4 Hasil Wawancara	Error! Bookmark not defined.
Lampiran 5 Hasil Wawancara	Error! Bookmark not defined.
Lampiran 6 Hasil Wawancara	Error! Bookmark not defined.
Lampiran 7 Hasil Wawancara.....	Error! Bookmark not defined.
Lampiran 8 Hasil Wawancara	Error! Bookmark not defined.
Lampiran 9 Dokumentasi wawancara.....	Error! Bookmark not defined.
Lampiran 10 Surat Permohonan Izin Riset Skripsi	Error! Bookmark not defined.
Lampiran 11 Surat Permohonan Izin Riset Skripsi	Error! Bookmark not defined.

