

DAFTAR ISI

ABSTRAK	Error! Bookmark not defined.
LEMBAR PERSETUJUAN	Error! Bookmark not defined.
LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
RIWAYAT HIDUP	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
A. Latar Belakang 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.
a. Secara akademis.....	Error! Bookmark not defined.
b. Secara Praktis.....	Error! Bookmark not defined.
E. Kajian Penelitian yang Relevan	Error! Bookmark not defined.
F. Kerangka Pemikiran	Error! Bookmark not defined.
a. Landasan Teoritis.....	Error! Bookmark not defined.
b. Kerangka Konseptual	Error! Bookmark not defined.
G. Langkah - Langkah Penelitian	Error! Bookmark not defined.
a. Lokasi Penelitian.....	Error! Bookmark not defined.
b. Paradigma dan Pendekatan	Error! Bookmark not defined.
c. Metode Penelitian	Error! Bookmark not defined.
d. Jenis Data dan Sumber Data	Error! Bookmark not defined.
e. Informan atau Unit Analisis.....	Error! Bookmark not defined.
f. Teknik Penentuan Keabsahan Data.....	Error! Bookmark not defined.
g. Teknik Analisis Data.....	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.

KAJIAN PUSTAKA Error! Bookmark not defined.

A. Teori Konstruksi Sosial Media Massa dan Teori Strategi DakwahError! Bookmark not defined.

1. Teori Konstruksi Sosial Media Massa..... **Error! Bookmark not defined.**
2. Strategi Dakwah..... **Error! Bookmark not defined.**

(Sumber : Asmuni Syukir) **Error! Bookmark not defined.**

B. Strategi Program Radio Mempertahankan Eksistensinya Sebagai Radio DakwahError! Bookmark not defined.

1. Strategi **Error! Bookmark not defined.**
2. Program **Error! Bookmark not defined.**
3. Radio **Error! Bookmark not defined.**
4. Eksistensi Radio Dakwah **Error! Bookmark not defined.**

BAB III Error! Bookmark not defined.

HASIL DAN PEMBAHASAN Error! Bookmark not defined.

1. Gambaran Umum Objek Penelitian Error! Bookmark not defined.

- A. Filosofis logo Radio Dakta **Error! Bookmark not defined.**
- B. Sejarah Radio Dakta..... **Error! Bookmark not defined.**
- C. Visi dan Misi Radio Dakta **Error! Bookmark not defined.**
- D. Company Profil Radio Dakta..... **Error! Bookmark not defined.**
- E. Struktur Organisasi Radio Dakta **Error! Bookmark not defined.**
- F. Sosial Media Radio Dakta **Error! Bookmark not defined.**
- G. Program-program Radio Dakta 2023 **Error! Bookmark not defined.**

2. Hasil Penelitian dan Pembahasan Error! Bookmark not defined.

- A. Strategi Radio Dakta Sebagai Radio Dakwah..... **Error! Bookmark not defined.**
- B. Bentuk Pengemasan Program Radio Dakta **Error! Bookmark not defined.**
- C. Mempertahankan Eksistensi Radio Dakta Sebagai Radio Dakwah Dalam Pasca Produksi. **Error! Bookmark not defined.**

BAB IV Error! Bookmark not defined.

PENUTUP Error! Bookmark not defined.

- A. Kesimpulan **Error! Bookmark not defined.**
- B. Saran **Error! Bookmark not defined.**

Daftar Pustaka Error! Bookmark not defined.

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

