DAFTAR ISI

COVER ..... Error! Bookmark not defined.
LEMBAR PERSETUJUAN ..... Error! Bookmark not defined.
LEMBAR PENGESAHAN ..... Error! Bookmark not defined.
PERNYATAAN ETIKA AKADEMIK ..... Error! Bookmark not defined.
HALAMAN MOTTO ..... Error! Bookmark not defined.
KATA PENGANTAR ..... Error! Bookmark not defined.
DAFTAR TABEL 4
DAFTAR GAMBAR 5
ABSTRAK ..... Error! Bookmark not defined.
BAB I ..... Error! Bookmark not defined.
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 Peneltian ..... Error! Bookmark not defined.
1. Manfaat Teoritis ..... Error! Bookmark not defined.
2. Manfaat Praktis ..... Error! Bookmark not defined.
3. Manfaat Akademis ..... Error! Bookmark not defined.
E. Tinjauan Pustaka ..... Error! Bookmark not defined.
F. Kerangka Teori ..... Error! Bookmark not defined.
1. SCP (*Stucture, Conduct, Perfomance*) ..... Error! Bookmark not defined.
2. Industri Media Online Lokal ..... Error! Bookmark not defined.
G. Metode Penelitian ..... Error! Bookmark not defined.
1. Pendekatan Penelitian ..... Error! Bookmark not defined.
2. Waktu dan Lokasi Penelitian ..... Error! Bookmark not defined.
3. Teknik Pengumpulan Data ..... Error! Bookmark not defined.
4. Teknik Analisis Data ..... Error! Bookmark not defined.
BAB II ..... Error! Bookmark not defined.
GAMBARAN UMUM OBJEK PENELITIAN ..... Error! Bookmark not defined.
A. Kajanglako.com ..... Error! Bookmark not defined.

1. Logo ..... Error! Bookmark not defined.
2. Sejarah ..... Error! Bookmark not defined.
3. Redaksi ..... Error! Bookmark not defined.
4. Rubrik Berita dan Rubrik Pemikiran ..... Error! Bookmark not defined.

B. Jambi-independent.co.id ..... Error! Bookmark not defined.

1. Logo ..... Error! Bookmark not defined.
3. Redaksi ..... Error! Bookmark not defined.
4. Rubrik Berita ..... Error! Bookmark not defined.

C. Metrojambi.com ..... Error! Bookmark not defined.

1. Logo ..... Error! Bookmark not defined.
2. Sejarah ..... Error! Bookmark not defined.
3. Redaksi ..... Error! Bookmark not defined.
4. Rubrik Berita ..... Error! Bookmark not defined.

A. Kajanglako.com ..... Error! Bookmark not defined.

1. Structure Kajanglako.com ..... Error! Bookmark not defined.
2. Conduct Kajanglako.com ..... Error! Bookmark not defined.
3. *Perfomance* di Kajanglako.com ..... Error! Bookmark not defined.

B. Jambi-independent.co.id ..... Error! Bookmark not defined.

1. Structure Jambi-independent.co.id ..... Error! Bookmark not defined.
2. *Conduct* Jambi-independent.co.id ..... Error! Bookmark not defined.
3. Perfomance di Jambiindependet.co.id ..... Error! Bookmark not defined.

C.Metrojambi.com ..... Error! Bookmark not defined.

1. Structure Metrojambi.com ..... Error! Bookmark not defined.
2. Conduct Metrojambi.com ..... Error! Bookmark not defined.
3. Perfomance Metrojambi.com ..... Error! Bookmark not defined.

BAB IV ..... Error! Bookmark not defined.

PEMBAHASAN ..... Error! Bookmark not defined.

A. *Structure* ..... Error! Bookmark not defined.

1. Gambaran Umum dari *Structure* ..... Error! Bookmark not defined.

B. *Conduct* ..... Error! Bookmark not defined.

1. Gambaran Umum Aktivitas Dalam *Conduct* ..... Error! Bookmark not defined.
2. Faktor Pendukung dan Penghambat dalam *Conduct* Media Online JambiError! Bookmark not defined.

C. *Perfomance* ..... Error! Bookmark not defined.

1. Gambaran Umum Aktifitas Dalam *Perfomance* ... Error! Bookmark not defined.

2. Faktor Pendukung dan Penghambat dalam *Perfomance* Media Online Jambi Error! Bookmark not defined.

D. Perbandingan Antara S-C-P Media Online Dengan Media Lainnya Error! Bookmark not defined.

BAB V ..... Error! Bookmark not defined.

PENUTUP ..... Error! Bookmark not defined.

A. Kesimpulan ..... Error! Bookmark not defined.

B. Keterbatasan Penelitian ..... Error! Bookmark not defined.

C. Saran Peneliti ..... Error! Bookmark not defined.

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

DAFTAR TABEL

Tabel 3.1 Daftar Narasumber 37

DAFTAR GAMBAR

Gambar 2.1 Logo Kajanglako.com 26
Gambar 2.2 Logo Jambi-independent.co.id 29
Gambar 2.3 Logo Metrojambi.com..... 32
Gambar 3.2 Desk Berita Kajanglako.com..... 42
Gambar 3.2 Facebook Resmi Kajanglako.com 46
Gambar 3.3 Rubrik Fokus Kajanglako.com..... 51
Gambar 3.4 Rubrik Inforial dan Banner Kajanglako.com 54
Gambar 3.5 Instagram Jambi Independent..... 72
Gambar 3.6 Media Sosial Sharing Berita Jambi-Independent.co.id..... 73
Gambar 3.7 Rubrik Sepak Bola Jambi-independent.co.id 77
Gambar 3.8 Video di Media Online Jambi-independent.co.id..... 79
Gambar 3.9 Iklan Banner di Jambi-independent.co.id..... 81
Gambar 3.11 Rubrik Hari Ini & Minggu Ini Jambi-independent.co.id..... 81
Gambar 3.12 Rubrik Gemaung Metrojambi.com 87
Gambar 3.13 Rubrik Kisah Metrojambi.com 93
Gambar 3.14 Tampilan Website Metrojambi.com 93
Gambar 3.15 Facebook Official Metrojambi.com..... 95
Gambar 3.16 Rubrik Inforial Metrojambi.com 99
Gambar 3.17 Rubrik Seremoni Metrojambi.com 104
Gambar 3.18 Rubrik Petrochina Metrojambi.com.....105
Gambar 3.19 Rubrik Trending Harian Metrojambi.com.....105
Gambar 3.20 Rubrik Berita Terhangat Metrojambi.com 112
Gambar 3.21 Rubrik Lensa Metrojambi.com.....112