

DAFTAR GAMBAR

Gambar 1.1 Pengguna Aktif <i>Smartphone</i> di Indonesia	1
Gambar 1.2 Logo ASUS	2
Gambar 1.3 Data Pengguna Internet Indonesia	4
Gambar 1.4 Data Pengguna Aplikasi Social Media	5
Gambar 1.5 Data Pengguna Aplikasi Social Media via Mobile Phone	5
Gambar 1.6 <i>Time Spent With Media</i> in Indonesia	6
Gambar 1.7 <i>Top Active Social Platforms</i> in Indonesia	6
Gambar 1.8 Website ASUS Indonesia	7
Gambar 1.9 Social Media ASUS Indonesia	7
Gambar 1.10 ASUS Indonesia Fan Overview & Fan Growth	8
Gambar 1.11 ASUS Indonesia Twitter Followers	9
Gambar 1.12 Champion of Indonesia WOW Brand 2015	10
Gambar 2.1 Model Kerangka Pemikiran	39
Gambar 3.1 Tahapan Penelitian	46
Gambar 4.1 Jenis Kelamin Responden	58
Gambar 4.2 Usia Responden	58
Gambar 4.3 Pekerjaan Responden	59
Gambar 4.4 Garis Kontinum Indikator Context	60
Gambar 4.5 Garis Kontinum Indikator Communication	62
Gambar 4.6 Garis Kontinum Indikator Collaboration	63
Gambar 4.7 Garis Kontinum Indikator Connection	65
Gambar 4.8 Garis Kontinum Variabel Penggunaan Social Media	68
Gambar 4.9 Garis Kontinum Indikator Unaware of Brand	69
Gambar 4.10 Garis Kontinum Indikator Brand Recognition	70
Gambar 4.11 Garis Kontinum Indikator Brand Recall	72
Gambar 4.12 Garis Kontinum Indikator Top of Mind	73
Gambar 4.13 Garis Kontinum Variabel Brand Awareness	75
Gambar 4.14 Normal P-Plot of Regression Standardized Residual	76
Gambar 4.15 Scatterplot	77
Gambar 4.16 Kurva Penolakan H_0	79