

DAFTAR GAMBAR

GAMBAR 1.1	Objek Penelitian.....	1
GAMBAR 1.2	<i>Performance Metrics of Digital Display Ads</i>	3
GAMBAR 1.3	<i>Spending of Digital Display Ads</i>	4
GAMBAR 1.4	<i>US Digital Ad Spending by Industry in 2015</i>	4
GAMBAR 1.5	Rangking Situs E-Commerce di Indonesia.....	5
GAMBAR 1.6	<i>Revenue Share on Digital Display Advertising in Indonesia</i>	7
GAMBAR 1.7	<i>AdBlock Trend & Loss from AdBlock</i>	8
GAMBAR 1.8	<i>Google Reaction to AdsBlock</i>	8
GAMBAR 1.9	<i>Consumer Behaviour toward Online Advertisement</i>	9
GAMBAR 1.10	<i>Digital Landscape Indonesia</i>	10
GAMBAR 1.11	<i>Digital and Mobile Internet Ad Spending in Indonesia</i>	11
GAMBAR 1.12	Tahapan Penelitian.....	13
GAMBAR 2.1	Hierarchy of Effect.....	23
GAMBAR 2.2	Peran Konten pada Owned, Paid dan Earned Media.....	30
GAMBAR 2.3	Bentuk – Bentuk Pemasaran Online.....	31
GAMBAR 2.4	Prospek Paid Media.....	34
GAMBAR 2.5	Kerangka Penelitian.....	39
GAMBAR 3.1	Wawancara Agus Laifa.....	51
GAMBAR 3.2	Wawancara Nico Owen.....	52
GAMBAR 3.3	Wawancara Sugi Nurwoko.....	52
GAMBAR 4.1	Google Heat Map.....	81
GAMBAR 4.2	Ukuran Online Display Advertising.....	82
GAMBAR 4.3	Persepsi Konsumen Terhadap Iklan Online.....	84
GAMBAR 4.4	Contoh Iklan Online Display.....	88
GAMBAR 4.5	Pengajuan Model Penelitian.....	99