

DAFTAR GAMBAR

Gambar 1.1 Logo Capella.apps.....	2
Gambar 1.2 Tampilan Beranda Instagram capella.apps.....	3
Gambar 1.3 Poster pada postingan Feeds akun Instagram@capella.apps	4
Gambar 1.4 Video pada postingan Reels akun Instagram@capella.apps	4
Gambar 1.5 Video pada postingan IG TV akun Instagram@capella.apps	5
Gambar 1.6 Postingan Instagram Stories akun Instagram@capella.apps	6
Gambar 1.7 Tampilan Beranda akun Instagram@conyline.appp	7
Gambar 1.8 Postingan Instagram Stories akun Instagram@conyline.appp	7
Gambar 1.9 Tampilan Beranda akun Instagram @vye.co	8
Gambar 1.10 Postingan Instagram Stories akun Instagram@vye.co	9
Gambar 3.1 Akun Instagram capella.apps	41
Gambar 4.1 Konten Instagram Ads Capella.apps	56
Gambar 4.2 Postingan Instagram Stories Capella.apps	60
Gambar 4.3 Postingan Instagram Feeds Capella.apps	61
Gambar 4.4 Highlight Instagram Capella.apps	62
Gambar 4.5 Live Instagram Capella.apps	63
Gambar 4.6 Konten Penawaran di Instagram Capella.apps.....	64
Gambar 4.7 Konten Tanya Jawab di Instagram Capella.apps	65
Gambar 4.8 Konten Polling di Instagram Capella.apps.....	66
Gambar 4.9 Konten Edukasi di Instagram Capella.apps.....	67
Gambar 4.10 Konten Review di Instagram Capella.apps	68
Gambar 4.11 Konten Testimonial di Instagram Capella.apps	69
Gambar 4.12 Konten Kuis di Instagram Capella.apps.....	70
Gambar 4.13 Konten Hiburan di Instagram Capella.apps	71
Gambar 4.14 Konten Dari Pengikut di Instagram Capella.apps	72
Gambar 4.15 Instagram Ads di Instagram Capella.apps.....	75
Gambar 4.16 Kegiatan Public Relations di Instagram Capella.apps	77
Gambar 4.17 Postingan Instagram Stories Capella.apps	78
Gambar 4.18 Postingan Instagram Feeds Capella.apps	79
Gambar 4.19 Highlight Instagram Capella.apps	80
Gambar 4.20 Live Instagram Capella.apps	81
Gambar 4.21 Hasil Insight Konten Penawaran di Feeds Instagram Capella.apps	81

Gambar 4.22 Hasil Insight Konten Tanya Jawab di Feeds Instagram Capella.apps..	82
Gambar 4.23 Hasil Insight Konten Polling di Instagram Stories Capella.apps	83
Gambar 4.24 Hasil Insight Konten Edukasi di Instagram Feeds Capella.apps.....	84
Gambar 4.25 Hasil Insight Konten Review di Instagram Stories Capella.apps.....	85
Gambar 4.26 Hasil Insight Konten Testimonial di Instagram Stories, Feeds Capella.apps	86
Gambar 4.27 Hasil Insight Konten Kuis di Instagram Stories, Feeds Capella.apps.	87
Gambar 4.28 Hasil Insight Konten Hiburan di Instagram Feeds Capella.apps.....	88
Gambar 4.29 Konten Dari Pengikut di Instagram Stories, Instagram Feeds Capella.apps	89
Gambar 4. 30 Model Hasil Analisis.....	91