

DAFTAR TABEL

Tabel 3. 1 Data AOI	47
Tabel 3. 2 Data Observasi	49
Tabel 3. 3 Data Kuesioner	52
Tabel 3. 4 Analisis Matriks SWOT Posko PJ Posko Pelaruga.....	56
Tabel 3. 5 Analisis Matriks SWOT Posko PJ Kolam Abadi.....	59
Tabel 3. 6 Matriks Perbandingan Strategi Promosi.....	60
Tabel 3. 7 Data ATL & BTL	62
Tabel 3. 8 Kesimpulan Hasil Analisis	63
Tabel 4. 1 Metode AISAS	69
Tabel 4. 2 Timeline Media	73
Tabel 4. 3 Timeline event.....	86