

DAFTAR GAMBAR

Gambar 1. 1 Logo EatNEat.....	1
Gambar 1. 2 Struktur Organisasi EatNEat	3
Gambar 1. 3 Keripik Pisang EatNEat	6
Gambar 1. 4 Keripik Asin Pedas EatNEat	7
Gambar 1. 5 Data UMKM 2018 – 2023	8
Gambar 2. 1 Daftar Media Sosial Yang Paling Banyak Digunakan Di Indonesia (2024).....	17
Gambar 2. 2 Gambar 2. 2 Framework 4P’S Marketing Mix	18
Gambar 2. 3 Skema Kerangka Berpikir	30
Gambar 4. 1 Instagram EatNEat	41
Gambar 4. 2 TikTok EatNEat	41
Gambar 4. 3 Tiktok Shop dan Shopee EatNEat.....	42
Gambar 4. 4 Sosial Media EatNEat	43
Gambar 4. 5 Kampanye Ramadhan EatNEat x KeikuroCookies.....	43
Gambar 4. 6 Endorsement Drama Tel-U	44
Gambar 4. 7 Konten Affiliate Influencer Tujuhfulan	45
Gambar 4. 8 Live TikTok Shop	46