

DAFTAR TABEL

Tabel 3. 1 Consumer Journey	47
Tabel 3. 2 Analisis SWOT	59
Tabel 3. 3 Analisis Matriks.....	60
Tabel 4. 1 Strategi dan Media Placement AISAS	65
Tabel 4. 2 AISAS.....	66
Tabel 4. 3 <i>Timeline</i> AISAS.....	67
Tabel 4. 4 Estimasi Biaya.....	68
Tabel 4. 5 Feeds Instagram Interest.....	80
Tabel 4. 6 Feeds Instagram Search.....	84
Tabel 4. 7 Feeds Instagram Action	94