

DAFTAR TABEL

Tabel 1. 1 Waktu dan Periode Penelitian	25
Tabel 2. 1 Penelitian Terdahulu Jurnal Nasional.....	34
Tabel 2. 2 Penelitian Terdahulu Jurnal Internasional	39
Tabel 3. 1 Informan Kunci	51
Tabel 3. 2 Informan Pendukung	51
Tabel 3. 3 Informan Ahli.....	52
Tabel 3. 4 Unit Analisis Data	52
Tabel 4. 1 Rangkuman Hasil Wawancara Direct Marketing	60
Tabel 4. 2 Rangkuman Hasil Wawancara Promosi Penjualan	61
Tabel 4. 3 Rangkuman Hasil Wawancara Top Of Mind.....	62
Tabel 4. 4 Rangkuman Hasil Wawancara Brand Recall	63
Tabel 4. 5 Rangkuman Hasil Wawancara Brand Recognition	64
Tabel 4. 6 Rangkuman Hasil Wawancara Unaware Of Brand	67
Tabel 4. 7 Rangkuman Hasil Wawancara	70
Tabel 4. 8 Rangkuman Hasil Wawancara (Tantangan)	71