

DAFTAR GAMBAR

Gambar 1.1 Perubahan logo i-scream mochi menjadi mochimaru.....	3
Gambar 2.1 Kerangka Pemikiran.....	37
Gambar 3.1 Logo mochimaru.....	40
Gambar 4.1 Owner mochimaru.....	47
Gambar 4.2 Konsultan branding mochimaru.....	48
Gambar 4.3 Konsultan branding expert.....	48
Gambar 4.4 Model strategi rebranding mochimaru.....	55
Gambar 4.5 Model respon konsumen model AIDA.....	60
Gamabr 4.6 Model strategi rebranding mochimaru narasumber 2.....	68
Gambar 4.7 Model respon konsumen model AIDA.....	73
Gambar 4.8 Model strategi rebranding mochimaru narasumber 3.....	77
Gambar 4.9 Model respon konsumen model AIDA.....	79