

## DAFTAR TABEL

Tabel 1.1 Waktu Penelitian.....	11
Tabel 2.1 Penelitian Terdahulu.....	12
Tabel 3.1 Unit Analisis Data.....	45
Tabel 4.1 Informan Penelitian.....	54
Tabel 4.2 Video Marketing Trivago.....	73
Tabel 4.3 Konten Instagram Trivago.....	81