

DAFTAR TABEL

1.1	Tabel Waktu Penelitian.....	8
2.1	Tabel Penelitian Terdahulu.....	18
3.1	Tabel Storyline Iklan Modem Bolt Versi Vincent dan Desta Masak Mi.....	41
3.2	Tabel Operasional Variabel Independen.....	43
3.3	Tabel Operasional Variabel Dependen.....	44
3.4	Tabel Kriteria Interpretasi Skor dan Persentase Kriteria Penilaian.....	50
3.5	Tabel Interpretasi Koefisien Korelasi.....	52
4.1	Tabel Persentase Responden Berdasarkan Jenis Kelamin.....	55
4.2	Tabel Persentase Responden Berdasarkan Usia.....	56
4.3	Tabel Persentase Responden Berdasarkan Pekerjaan.....	57
4.4	Tabel Persentase Responden Berdasarkan Pendidikan Terakhir.....	58
4.5	Tabel Data Jawaban Responden Sreening Question Pernyataan 1.....	58
4.6	Tabel Data Jawaban Responden Sreening Question Pernyataan 2.....	59
4.7	Tabel Data Jawaban Responden Sreening Question Pernyataan 3.....	59
4.8	Tabel Data Jawaban Responden Indikator Novelty and Originality Pernyataan 1... 60	60
4.9	Tabel Data Jawaban Responden Indikator Novelty and Originality Pernyataan 2... 61	61
4.10	Tabel Data Jawaban Responden Indikator Novelty and Originality Pernyataan 3... 62	62
4.11	Tabel Data Jawaban Responden Indikator Novelty and Originality Pernyataan 4... 63	63
4.12	Tabel Data Jawaban Responden Indikator Curiosity Pernyataan 1.....	64
4.13	Tabel Data Jawaban Responden Indikator Curiosity Pernyataan 2.....	65
4.14	Tabel Data Jawaban Responden Indikator Curiosity Pernyataan 3.....	66
4.15	Tabel Data Jawaban Responden Indikator Curiosity Pernyataan 4.....	67
4.16	Tabel Data Jawaban Responden Indikator Curiosity Pernyataan 5.....	68
4.17	Tabel Data Jawaban Responden Indikator Curiosity Pernyataan 6.....	68
4.18	Tabel Data Jawaban Responden Indikator Tagline Pernyataan 1.....	69
4.19	Tabel Data Jawaban Responden Indikator Tagline Pernyataan 2.....	70
4.20	Tabel Data Jawaban Responden Indikator Tagline Pernyataan 3.....	71
4.21	Tabel Data Jawaban Responden Indikator Tagline Pernyataan 4.....	71
4.22	Tabel Data Jawaban Responden Indikator Tagline Pernyataan 5.....	72
4.23	Tabel Data Jawaban Responden Indikator Brand Recall Pernyataan 1.....	73
4.24	Tabel Data Jawaban Responden Indikator Brand Recall Pernyataan 2.....	73
4.25	Tabel Data Jawaban Responden Indikator Brand Recall Pernyataan 3.....	73
4.26	Tabel Data Jawaban Responden Indikator Brand Recognition Pernyataan 1.....	75
4.27	Tabel Data Jawaban Responden Indikator Brand Recognition Pernyataan 2.....	76
4.28	Tabel Data Jawaban Responden Indikator Brand Recognition Pernyataan 3.....	76
4.29	Tabel Data Jawaban Responden Indikator Brand Recognition Pernyataan 4.....	77
4.30	Tabel Data Jawaban Responden Indikator Brand Recognition Pernyataan 5.....	78
4.31	Tabel Rekapitulasi Tanggapan Responden Mengenai Iklan Televisi (X).....	82
4.32	Tabel Rekapitulasi Tanggapan Responden Mengenai Brand Awareness (Y).....	85
4.33	Tabel Uji Normalitas.....	87
4.34	Tabel Analisis Regresi Linier Sederhana.....	89
4.35	Tabel Analisis Korelasi Pearson.....	90