

DAFTAR GAMBAR

GAMBAR 1.1 Logo UrbanIndo	2
GAMBAR 1.2 Logo 99.co Indonesia saat ini.....	3
GAMBAR 1.3 Tren Pencarian Kata Kunci 99.co di Google Trends Indonesia.....	6
GAMBAR 1.4 Data Google Analytic pencarian kata kunci 99.co.....	7
GAMBAR 1.5 Data Google Analytic Perkembangan Pengunjung Blog 99.co	8
GAMBAR 1.6 Data Google Analytic Perkembangan Pengunjung Blog 99.co	8
GAMBAR 1.7 Logo Blog 99.co Indonesia	9
GAMBAR 2.1 Brand Awareness Pyramid.....	15
GAMBAR 2.2 Owned, Paid, Earned Media.....	20
GAMBAR 2.3 Kerangka Penelitian	31
GAMBAR 4.1 Normal P-P Plot	53
GAMBAR 4.2 Hasil Uji Heterokodastisitas.....	55
GAMBAR 4.3 Persentase Garis Kontinum Dimensi Credibility	58
GAMBAR 4.4 Persentase Garis Kontinum Dimensi Believable.....	59
GAMBAR 4.5 Persentase Garis Kontinum Dimensi Unbiased.....	60
GAMBAR 4.6 Persentase Garis Kontinum Dimensi Trustworthy.....	61
GAMBAR 4.7 Persentase Garis Kontinum Dimensi Nama Merek.....	62
GAMBAR 4.8 Persentase Garis Kontinum Dimensi Logo Merek.....	63
GAMBAR 4.9 Persentase Garis Kontinum Brand Awareness.....	64
GAMBAR 4.10 Daerah Penerimaan dan Penelokan Ho (Uji F).....	68
GAMBAR 4.1` Daerah Penerimaan dan Penelokan Ho (Uji t).....	74