

## DAFTAR GAMBAR

Gambar 1.1 Logo Perusahaan Telkomsel .....	12
Gambar 1.2 Data pertumbuhan pengguna digital di Indonesia.....	14
Gambar 1.3 Data Performansi Photo and Video Sharing .....	20
Gambar 2.1 Kerangka Penelitian .....	37
Gambar 3.1 Tahapan Penelitian.....	43
Gambar 4.1 Pie Chart Persentase Responden berdasarkan gender.....	57
Gambar 4.2 Pie Chart Persentase Responden berdasarkan Usia .....	57
Gambar 4.3 Pie Chart Persentase Responden .....	58
Gambar 4. 4 Pie Chart Persentase Responden.....	59
Gambar 4.5 Model pengukuran .....	59
Gambar 4.6 Model pengukuran .....	60
Gambar 4.7 Model pengukuran consumer engagement .....	61
Gambar 4.8 Hipotesis social network marketing.....	64
Gambar 4.9 Hipotesis social network marketing.....	65
Gambar 4.10 Hipotesis Consumer Engagemen .....	66
Gambar 4.11 Hipotesis social network marketing terhadap .....	67