

LIST OF FIGURES

Figure I. 1 Makaroni Kendo Sales	2
Figure I. 2 Brand Awareness Preliminary Study	3
Figure II. 1 Hierarchy Structure	18
Figure III. 1 Conceptual Model.....	24
Figure III. 2 Systematics of Problem Solving.....	27
Figure III. 3 Systematic Problem Solving (Continued)	28
Figure III. 4 AHP Hierarchical Structure	35
Figure IV. 1 Hierarchy Structure	41
Figure IV. 2 Information on the Caption Upload of Loka Saji.....	59
Figure IV. 3 Information on Kendo's Macaroni Caption Upload	60
Figure IV. 4 Comparison of Restaurant Captions and Kendo's Macaroni.....	60
Figure IV. 5 Loka Saji promotion content	61
Figure IV. 6 Feeds Uploads with Influencers	62
Figure IV. 7 Comparison of Loka saji and Makaroni Kendo Content Feeds	62
Figure IV. 8 Comparison of Up-to-Date Uploads	63
Figure IV. 9 Comparison of Insta Story Uploads	65
Figure IV. 10 Team Structure of makaroni Kendo	68
Figure V. 1 Recommended Content Upload Calendar	74
Figure V. 2 Insta Story Features	75