

DAFTAR TABEL

Tabel 1.1 Kerangka Penelitian.....	10
Tabel 2.1 Kerangka Penelitian Teori.....	20
Tabel 3.1 SWOT Play With Pattero	37
Tabel 3.2 SWOT Bertjorak.....	38
Tabel 3.3 SWOT ISOOS Studios	38
Tabel 3.4 Matriks Perbandingan Strategi Promosi.....	40
Tabel 3.5 Penarikan Kesimpulan.....	40
Tabel 4.1 Target Audiens	43
Tabel 4.2 <i>Target Audiens Activity</i>	44
Tabel 4.3 <i>What to Say</i>	46
Tabel 4.4 AISAS Perancangan Promosi Play With Pattero	51
Tabel 4.5 <i>Timeline</i> promosi Play With Pattero.....	61
Tabel 4.6 <i>Budgeting</i> Media Promosi Play With Pattero.....	62