

TABLE OF FIGURES

Figure 1. 1 Allisha Ambal Satay's Product	3
Figure 1. 2 Allisha Ambal Satay's Achievement	4
Figure 2. 1 Components of Communication Strategy.....	13
Figure 2. 2 Research Framework	28
Figure 3. 1 Analysis Model by Miles and Huberman	37
Figure 3. 2 Source Triangulation	39
Figure 4. 1 Key Informant Picture	41
Figure 4. 2 Supporting Informant	42
Figure 4. 3 Expert Informant Picture	43
Figure 4. 4 Content of Allisha Ambal Satay's Instagram with rational appeal.....	59
Figure 4. 5 Content of Allisha Ambal Satay's Facebook with rational appeal	60
Figure 4. 6 Content of Allisha Ambal Satay Brochure with rational appeal	61
Figure 4. 7 Content of Allisha Ambal Satay's Instagram with emotional appeal	62
Figure 4. 8 Content of Allisha Ambal Satay's Facebook with emotional appeal.....	63
Figure 4. 9 Content of Allisha Ambal Satay's Brochure with emotional appeal	64
Figure 4. 10 Paragon Mall Semarang Exhibition by Bank Indonesia.....	71
Figure 4. 11 Paragon Mall Semarang Exhibition by Bank Indonesia.....	72
Figure 4. 12 Allisha Ambal Satay's Instagram.....	73
Figure 4. 13 Allisha Ambal Satay's Facebook	74
Figure 4. 14 An example of a brochure and catalogue used for an exhibition	75