

## DAFTAR TABEL

Tabel 3. 1 Data AOI .....	47
Tabel 3. 2 Data Observasi .....	49
Tabel 3. 3 Data Kuesioner .....	52
Tabel 3. 4 Analisis Matriks SWOT Posko PJ Posko Pelaruga.....	56
Tabel 3. 5 Analisis Matriks SWOT Posko PJ Kolam Abadi.....	59
Tabel 3. 6 Matriks Perbandingan Strategi Promosi.....	60
Tabel 3. 7 Data ATL & BTL .....	62
Tabel 3. 8 Kesimpulan Hasil Analisis .....	63
Tabel 4. 1 Metode AISAS .....	69
Tabel 4. 2 Timeline Media .....	73
Tabel 4. 3 Timeline event.....	86