

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 1.1 Logo Oppo <i>Smartphone</i> | 1 |
| Gambar 1.2 Poster ‘Hadiah di 561 Km’ | 4 |
| Gambar 1.3 Jumlah <i>Viewers Webseries</i> ‘Hadiah di 561 Km’ | 4 |
| Gambar 1.4 Komentar <i>Viewers</i> | 5 |
| Gambar 1.5 Pengguna Internet Di Indonesia..... | 7 |
| Gambar 1.6 Grafik Jumlah Pengguna Media Sosial..... | 8 |
| Gambar 4.1 Karakteristik Responden Berdasarkan Jenis Kelamin | 56 |
| Gambar 4.2 Karakteristik Responden Berdasarkan Usia..... | 57 |
| Gambar 4.3 Karakteristik Responden Berdasarkan Pekerjaan | 58 |
| Gambar 4.4 Karakteristik Responden Berdasarkan Penghasilan Perbulan | 59 |
| Gambar 4.5 Garis Kontinum Dimensi Multimedia..... | 62 |
| Gambar 4.6 Garis Kontinum Dimensi <i>Pictures</i> | 64 |
| Gambar 4.7 Garis Kontinum Dimensi <i>Content</i> | 65 |
| Gambar 4.8 Garis Kontinum Variabel Iklan <i>Webseries (X)</i> | 66 |
| Gambar 4.9 Garis Kontinum Dimensi <i>Strength Of Brand</i> | 67 |
| Gambar 4.10 Garis Kontinum Dimensi <i>Favorability Of Brand</i> | 69 |
| Gambar 4.11 Garis Kontinum Dimensi <i>Uniqueness Of Brand</i> | 70 |
| Gambar 4.12 Garis Kontinum Variabel <i>Brand Image</i> | 71 |
| Gambar 4.13 Histogram..... | 72 |
| Gambar 4.14 Grafik Normal P-P <i>Plot Of Regression</i> | 73 |
| Gambar 4.15 Diagram Pancar (<i>Scatterplot</i>)..... | 75 |