

## DAFTAR TABEL

|   |    |
|---|----|
| Tabel 1. 1 Perbandingan Kompetitor PT Electronic City Indonesia Tbk ..... | 8  |
| Tabel 1. 2 Waktu Penelitian .....   | 11 |
| Tabel 2. 1 Skripsi Terdahulu .....  | 17 |
| Tabel 2. 2 Jurnal Nasional Terdahulu .....                                | 19 |
| Tabel 2. 3 Jurnal Internasional Terdahulu.....                            | 22 |
| Tabel 3. 1 Unit Analisis Penelitian .....                                 | 28 |
| Tabel 3. 2 Informan utama Penelitian .....                                | 30 |
| Tabel 3. 3 Informan Pendukung Penelitian.....                             | 30 |
| Tabel 3. 4 Informan Ahli Penelitian.....                                  | 31 |
| Tabel 4. 1 Kriteria Informan .....  | 35 |
| Tabel 4. 2 Profil Informan utama 1 .....                                  | 37 |
| Tabel 4. 3 Profil Informan utama 2 .....                                  | 38 |
| Tabel 4. 4 Profil Informan Pendukung 1.....                               | 39 |
| Tabel 4. 5 Profil Informan Pendukung 2.....                               | 40 |
| Tabel 4. 6 Profil Informan Ahli .....                                     | 41 |
| Tabel 4. 7 Strategi Promosi.....  | 53 |
| Tabel 4. 8 Bauran Promosi 4P.....   | 64 |
| Tabel 4. 9 Media Sosial Instagram.....                                    | 69 |