

DAFTAR GAMBAR

Gambar 1. 1 Media Mencari <i>Review</i> Produk.....	1
Gambar 1. 2 Tasya Farasya	3
Gambar 1. 3 Konten <i>Review</i> Produk MS Glow.....	4
Gambar 1. 4 Top 10 <i>Brand Beauty and Care</i>	5
Gambar 2. 1 Kerangka Pemikiran	28
Gambar 3. 1 Persentase dalam Garis Kontinum.....	40
Gambar 4. 1 Karakteristik Responden Berdasarkan Jenis Kelamin	45
Gambar 4. 2 Karakteristik Responden Berdasarkan Usia	46
Gambar 4. 3 Karakteristik Responden Berdasarkan Pekerjaan	47
Gambar 4. 4 Analisis <i>Screening Question</i> 1.....	47
Gambar 4. 5 Analisis <i>Screening Question</i> 2.....	48
Gambar 4. 6 Analisis <i>Screening Question</i> 3.....	49
Gambar 4. 7 Analisis <i>Screening Question</i> 4.....	49
Gambar 4. 8 Garis Kontinum Variabel Social Media Influencer (X)	51
Gambar 4. 9 Garis Kontinum Indikator <i>Visibility</i>	52
Gambar 4. 10 Garis Kontinum Indikator <i>Credibility</i>	53
Gambar 4. 11 Garis Kontinum Indikator <i>Attraction</i>	55
Gambar 4. 12 Garis Kontinum Indikator <i>Power</i>	56
Gambar 4. 13 Garis Kontinum Variabel <i>Brand Image</i> (Y)	57
Gambar 4. 14 Garis Kontinum <i>Favouritability of Brand Association</i>	58
Gambar 4. 15 Garis Kontinum <i>Strength of Brand Association</i>	59
Gambar 4. 16 Garis Kontinum <i>Uniqueness of Brand Association</i>	61