

## DAFTAR GAMBAR

Gambar 1. 1 Forecast of the number of smartphone user in the World .....	2
Gambar 1. 2 Gambar tanyangan INTM .....	3
Gambar 1. 3 Gambar tayangan INTM .....	3
Gambar 1. 4 Gambar tayangan INTM .....	4
Gambar 1. 5 Cuplikan Product Placement Samsung di INTM .....	5
Gambar 1. 6 Screenshot Komentar Penonton INTM .....	8
Gambar 1. 7 Grafik Top Brand Smartphone .....	10
Gambar 1. 8 Indonesia Top 5 Smartphone Companies .....	11
Gambar 2. 1 Kerangka Pemikiran .....	27
Gambar 4. 1 Karakteristik Responden Berdasarkan Usia .....	44
Gambar 4. 2 Karakteristik Responden Berdasarkan Jenis Kelamin .....	45