

## LIST OF FIGURE

Figure 1. 1 Logo Indomie.....	13
Figure 1. 2 New Flavored Indomie .....	15
Figure 1. 3 The number of consumption instant noodle in indonesia.....	16
Figure 1. 4 Top Brand index.....	17
Figure 1. 6 Most Used Social Media Platform 2023.....	19
Figure 1. 7 Instagram user April 2023 .....	20
Figure 1. 8 Instagram account Indomie.....	21
Figure 2.2 The Comment on Instagram .....	39
Figure 2. 1 Research Framework .....	40
Figure 3. 1 Research Stage.....	49
Figure 4. 2 Continuum line brand image .....	70
Figure 4. 3 Purchase Intention .....	72
Figure 4. 4 Assesment of the measurement model.....	72