

## DAFTAR TABEL

|                                                      |    |
|------------------------------------------------------|----|
| Tabel 3. 1Aktivitas Narasumber .....                 | 29 |
| Tabel 3. 2AOI.....                                   | 31 |
| Tabel 3. 3Matriks Perbandingan Data Perusahaan ..... | 35 |
| Tabel 3. 4Matriks Perbandingan Media Promosi .....   | 36 |
| Tabel 3. 5Analisis SWOT .....                        | 39 |
| Tabel 4. 1 AISAS .....                               | 46 |
| Tabel 4. 2Timeline AISAS .....                       | 48 |
| Tabel 4. 3Timeline Event .....                       | 61 |
| Tabel 4. 4Perkiraan Biaya .....                      | 62 |