

FIGURE LIST

Figure 1.1 Logo of LINE Instant Messengger	4
Figure 1.2 Display and Features in Homepage of LINE Official Account.....	5
Figure 1.3 Message Function	10
Figure 1.4 Multimedia Message.....	11
Figure 1.5 Timeline	12
Figure 1.6 Research Page	13
Figure 1.7 PR Page Functtion	14
Figure 1.8 Keyword Answer Message	15
Figure 1.9 Graph of Instant Messengger Users.....	17
Figure 1.10 Example of Promotion Using LINE Official Account	19
Figure 2.1 Theoretical Framework	39
Figure 3.1 Research Stages	48
Figure 3.2 Continuum Line	58
Figure 4.1 Percentage of Respondents by gender	63
Figure 4.2 Percentage of Respondents by Age	64
Figure 4.3 Percentage of Respondents by Long time follow Official account	64
Figure 4.4 Continuum line Variable Business Ethics	67
Figure 4.5 Continuum line Variable User Perception.....	77

