

## DAFTAR GAMBAR

|   |    |
|---|----|
| Gambar 2.1 Proses Pengambilan Keputusan Model 5 Tahap.....        | 12 |
| Gambar 3.1 Model Konseptual.....                                  | 16 |
| Gambar 3.2 Sistematika Pemecahan Masalah .....                    | 18 |
| Gambar 4.1 Diagram Jenis Kelamin Responden .....                  | 37 |
| Gambar 4.2 Diagram Usia Responden .....                           | 39 |
| Gambar 4.3 Diagram Pendidikan Terakhir Responden .....            | 40 |
| Gambar 5.1 Promosi Potongan Harga .....                           | 52 |
| Gambar 5.2 Uji Normalitas.....                                    | 58 |
| Gambar 5.3 Kurva Normalitas.....                                  | 63 |
| Gambar 5.4 Iklan Roti John Koboy .....                            | 67 |
| Gambar 5.5 Iklan Warunk Upnormal .....                            | 68 |
| Gambar 5.6 Contoh <i>Caption</i> dari Iklan Roti John Koboy ..... | 69 |
| Gambar 5.7 Menu Roti John Kemang .....                            | 72 |
| Gambar 5.8 Menu Roti John Surabaya.....                           | 72 |
| Gambar 5.9 Menu Roti John Soehatt.....                            | 72 |
| Gambar 5.10 Menu Roti John Koboy.....                             | 74 |
| Gambar 5.11 Roti John Manis @rotijohn_crb.....                    | 74 |
| Gambar 5.12 Packaging Roti John Koboy.....                        | 75 |
| Gambar 5.13 Gambar Packaging Roti John Bogor.....                 | 76 |