

## DAFTAR TABEL

Tabel 3.1 <i>Activity Audience</i> .....	26
Tabel 3.2 <i>Opinion</i> .....	27
Tabel 3.3 <i>Interest</i> .....	28
Tabel 3.4 Analisis SWOT .....	35
Tabel 3.5 Analisis Matriks SWOT Pantai Lamaru .....	36
Tabel 3.6 Rangkuman Wawancara .....	37
Tabel 4.1 Proses Pencarian Pesan .....	39
Tabel 4.2 Tabel AISAS .....	43