

## DAFTAR GAMBAR

Gambar 1.1	Logo Brand Miracle Mates.....	2
Gambar 1.2	Produk Miracle Mates .....	3
Gambar 1.3	Profile Instagram Miracle Mates .....	6
Gambar 1.4	<i>Most-Used Social Media Platforms</i> .....	8
Gambar 1.5	<i>Miracle Mates Collaboration and Showcase Product</i> .....	10
Gambar 2.1	Kerangka Pemikiran .....	30
Gambar 3.1	Kriteria Interpretasi Nilai .....	43
Gambar 4.1	Usia Responden .....	47
Gambar 4.2	Jenis Kelamin Responden.....	48
Gambar 4.3	Pekerjaan Responden.....	48
Gambar 4.4	Garis Kontinum <i>Social Media Marketing</i> .....	53
Gambar 4.5	Garis Kontinum <i>Event Marketing</i> .....	54
Gambar 4.6	Garis Kontinum <i>Brand Awareness</i> .....	56