

LIST OF PICTURE

Picture 1. 1 Gojek Logo	1
Picture 1. 2 GoTo Logo.....	2
Picture 1. 3 Gojek Headquarter Location.....	2
Picture 1. 4 Organizational Structure of Gojek Indonesia	5
Picture 1. 5 TikTok quarterly users 2018 – 2022.....	6
Picture 1. 6 Four levels of brand awareness.....	9
Picture 2. 1 Effect of social media marketing (X) on the variable brand awareness (Y)	31
Picture 3. 1 Research stages.....	36
Picture 3. 2 Bernoulli Formula.....	37