

## Daftar Tabel

|  |    |
|--|----|
| Tabel 3. 1 Perbandingan USP.....               | 35 |
| Tabel 3. 2 Analisis SWOT.....                  | 36 |
| Tabel 3. 3 Analisis Matriks Perbandingan.....  | 37 |
| Tabel 3. 4 Tabel <i>Consumer Journey</i> ..... | 39 |
| Tabel 3. 5 Kesimpulan.....                     | 40 |
|  |    |
| Tabel 4. 1 <i>What To Say</i> .....            | 44 |
| Tabel 4. 2 AISAS.....                          | 45 |
| Tabel 4. 3 Tabel Strategi AISAS .....          | 48 |
| Tabel 4. 4 Timeline AISAS .....                | 49 |