

DAFTAR TABEL

Nomor	Judul	Hal.
2. 1	Penelitian terdahulu.....	16
4. 1	Kode informan	35
4. 2	Wawancara internal.....	36
4. 3	Wawancara eksternal	39
4. 4	Pesaing	46
4. 5	Strategi 5S	51
4. 6	Segmentation.....	52
4. 7	Positioning	53
4. 8	Sequence	54
4. 9	Tools.....	54
4. 10	Marketing mix.....	55
4. 11	Action.....	56
4. 12	KPI instagram	57