

DAFTAR GAMBAR

Gambar 2.1 Corporate Branding Process.....	11
Gambar 2.2 Kerangka Pemikiran.....	23
Gambar: 3.1 Lokasi kantor DCT Agency	25
Gambar 4.1 Live Streaming Selling Product on TikTok Shop	16
Gambar 4.2 Logo DCT Agency	39
Gambar 4.3 Jersey DCT Agency	40
Gambar: 4.4 Corporate Identity DCT Agency	41
Gambar 4.5 Prosesi Saat Live TikTok Pemaparan Produk.....	43
Gambar 4.6 Corporate Communication DCT Agency.....	44
Gambar 4.7 Postingan DCT Agency.....	45
Gambar 4.8 Corporate Image & Reputation DCT Agency.....	46
Gambar 4.9 Kegiatan Peresmian Kantor Baru DCT Agency	49
Gambar 4.10 Penonton Live TikTok DCT Agency	50
Gambar 4.11 Competitive Advantage DCT Agency	51
Gambar 4.12 Model Gabungan Strategi Branding DCT Agency dalam Membangun Citra Produk Lokal.....	57