

## LIST OF TABLES

Table 1.1 Time and Research Period .....	20
Table 2.1 Previous National Journals.....	29
Table 2.2 Previous International Journals .....	33
Table 3.1 List of The Informant .....	40
Table 3.2 Unit of Analisis .....	41
Table 4.1 Summary of Message Content About factors causing the rise of online gambling ..	52
Table 4.2 Summary of Methods used in online gambling promoting.....	57
Table 4.3 Summary of Validity of the Message Delivered .....	59
Table 4.4 Summary of Audience Perspectives on Influencers Promoting Online Gambling	62
Table 4.5 Summary of Additional Regulation and Education .....	64
Table 4.6 Grouping Informants Based on Stuart Hall's Encoding - Decoding .....	69