

DAFTAR TABEL

Tabel 1. 1 Kerangka Penelitian Rani, 2024.....	8
Tabel 2. 1 Kerangka Teori Rani, 2024	28
Tabel 3. 1 Matriks SWOT Rani, 2024	42
Tabel 3. 2 Matriks Perbandingan Kompetitor Rani, 2024	45
Tabel 4. 1 Bagan Big Idea Rani, 2024	48
Tabel 4. 2 AISAS Perancangan Rani, 2024	51
Tabel 4. 3 Timeline Media Rani, 2024.....	52
Tabel 4. 4 Budgeting Rani, 2024.....	52