

DAFTAR GAMBAR

Gambar I. 1 Konsumsi Makanan di Bandung.....	1
Gambar I. 2 Sales Growth Mbul Dimsum	2
Gambar I. 3 Penjualan Mbul Dimsum	2
Gambar I. 4 Penjualan Offline Vs Online	3
Gambar I. 5 Fishbone Diagram.....	7
Gambar II. 1 Strategi <i>Digital marketing</i> (Chaffey & Smith, 2016).....	16
Gambar III. 1 Sistematika Perancangan.....	25
Gambar III. 2 Sistematika Perancangan (Lanjutan).....	26
Gambar IV. 1 Logo Mbul Dimsum.....	29
Gambar IV. 2 Customer Journey Offline	37
Gambar IV. 3 Customer Journey Online	37
Gambar IV. 4 Media Sosial Mbul Dimsum	59
Gambar IV. 5 Sell	80
Gambar IV. 6 Serve.....	80
Gambar IV. 7 Speak.....	81
Gambar IV. 8 Save.....	82
Gambar IV. 9 Sizzle.....	83