

DAFTAR GAMBAR

Gambar 1.1 Brightspot Entrance	2
Gambar 1.2 Brightspot Market.....	3
Gambar 2.1 Kerangka Pemikiran.	36
Gambar 4.1 Visual Promosi Instagram.....	59
Gambar 4.2 Visual Promosi TikTok.	60
Gambar 4.3 Lokasi Venue Brightspot	64
Gambar 4.4 Jangkauan Google Maps.....	65
Gambar 4.5 Press Confrence Brightspot	74
Gambar 4.6 Pemasaran Public Service Announcement.....	79
Gambar 4.7 Diagram Persentase Jumlah Penumpang MRT	86