

DAFTAR TABEL

Tabel 3. 1 Activity AOI	43
Tabel 3. 2 Matriks Perbandingan Situs Rental.....	48
Tabel 3. 3 Kuesioner	56
Tabel 3. 4 Media Promosi This Is April.....	59
Tabel 3. 5 Media Promosi THENBLANK.....	62
Tabel 3. 6 Analisis SWOT	63
Tabel 3. 7 Analisis Media ATL dan BTL	64
Tabel 3. 8 Kesimpulan Analisis	66
Tabel 4. 1 Analisis AISAS	69
Tabel 4. 2 Strategi Media	71
Tabel 4. 3 Budget Perancangan Media	75