

DAFTAR GAMBAR

Gambar 2. 1 Pengguna Medsos di Indonesia.....	19
Gambar 2. 2 Medsos yang sering digunakan.....	20
Gambar 2. 3 Penggunaan Instagram.....	21
Gambar 2. 4 Kerangka Pemikiran	22
Gambar 4. 1 Logo O'Good Coffee & Eatery	31
Gambar 4. 2 Struktur Organisasi	32
Gambar 4. 3 Insight O'Good Coffee & Eatery	37
Gambar 4. 4 Usia Khalayak O'Good Coffee & Eatery	55
Gambar 4. 5 Instastory Followers O'Good Coffee & Eatery	55
Gambar 4. 6 Promo & Sneak Peek.....	57
Gambar 4. 7 Hashtag O'Good Coffee & Eatery	57
Gambar 4. 8 Pooling Vote.....	59
Gambar 4. 9 Instagram @ogoodcoffee.....	60
Gambar 4. 10 Hasil Google Review.....	61
Gambar 4. 11 Peranan Digital Marketing.....	62
Gambar 4. 12 Publikasi O'Good Coffee & Eatery	63
Gambar 4. 13 Views IG	64
Gambar 4. 14 Event O'Good Coffee & Eatery	65
Gambar 4. 15 Menu book & Konten.....	66
Gambar 4. 16 Suasana O'Good Coffee & Eatery	67
Gambar 4. 17 Cup & Postingan Zodiak	68
Gambar 4. 18 Tempat baru O'Good Coffee & Eatery	69
Gambar 4. 19 Views Reels IG.....	69
Gambar 5. 1 Informan I	144
Gambar 5. 2 Informan II	144
Gambar 5. 3 Informan III.....	144
Gambar 5. 4 Informan IV.....	145
Gambar 5. 5 Followers Jan-23	145
Gambar 5. 6 Followers Feb-23.....	145
Gambar 5. 7 Followers Jun-23	145
Gambar 5. 8 Surat Penelitian.....	146