

## DAFTAR GAMBAR

Gambar 2.1	Unsur Komunikasi Joseph de Vito dkk.....	8
Gambar 2.2	Model Komunikasi Kotler.....	12
Gambar 2.3	Hubungan tanda, ojek, dan Interpretan ( <i>Triangle of Meaning</i> ).	33
Gambar 4.1	Logo RCTI Lama.....	44
Gambar 4.2	Logo RCTI Sekarang.....	45
Gambar 4.3	Struktur Organisasi Promo RCTI.....	61
Gambar 4.4	Scene 1.....	62
Gambar 4.5	Scene 2.....	63
Gambar 4.6	Scene 3.....	63
Gambar 4.7	Scene 4.....	64
Gambar 4.8	Scene 5.....	64
Gambar 4.9	Scene 6.....	65
Gambar 4.10	Scene 7.....	65
Gambar 4.11	Scene 8.....	66
Gambar 4.12	Scene 9.....	66