

DAFTAR GAMBAR

Gambar 1.2 Ambience Senayan Golf Club	3
Gambar 2.1 Strategi Program Kerja <i>Public Relations</i>	25
Gambar 2.2 Piramida <i>Brand Awareness</i>	28
Gambar 2.3 Nilai-nilai Kesadaran Merek	30
Gambar 2.4 Kerangka Berpikir	35
Gambar 4.1 Logo Senayan Golf Club.....	46
Gambar 4.2 Pencarian Senayan Golf Club di Google.....	47
Gambar 4.3 Struktur Organisasi.....	48
Gambar 4.4 Bentuk Publikasi Senayan Golf Club di Instagram.....	49
Gambar 4.5 Bentuk Publikasi Senayan Golf Club di Twitter	50
Gambar 4.6 Bentuk Publikasi Senayan Golf Club di TikTok.....	50
Gambar 4.7 Promo Happy Hour	52
Gambar 4.8 Promo Senior Rate	52
Gambar 4.9 Promo Ladies Rate	53
Gambar 4.10 Konten Night Golf.....	55
Gambar 4.11 Suasana Night Golf	55
Gambar 4.12 Bentuk Liputan Nusantara TV	56
Gambar 4.13 Perawatan Rumput	58
Gambar 4.14 Maintenance Lapangan	58
Gambar 4.15 Blue Tee Box Renovation	59
Gambar 4.16 Video Tutorial Coach Irmansyah	60
Gambar 4.17 Video Tips Swing Coach Dennis	60
Gambar 4.18 Penerima Penghargaan Hole in One.....	62
Gambar 4.19 Komunitas Barbee Cycling & Golfer.....	63
Gambar 4.20 Poster Summer Golf Tournament februari 2023.....	64
Gambar 4.21 Pelaksanaan Summer Golf Tournament.....	65
Gambar 4.22 Poster Summer Golf Tournament Juli 2023.....	67
Gambar 4.23 Antusias Summer Golf Tournament	69