

DAFTAR GAMBAR

Gambar 1. 1 Jumlah UMKM di Indonesia Berdasarkan Kelasnya (2021)	2
Gambar 1. 2 Serona Coffee Bintaro	4
Gambar 1. 3 Instagram dan TikTok Serona Coffee Bintaro	8
Gambar 2. 1 Segitiga Brand Awareness	26
Gambar 2. 2 Kerangka Konsep	30
Gambar 4. 1 Serona <i>Coffee</i> Bintaro	38
Gambar 4. 2 Logo Serona <i>Coffee</i> Bintaro.....	39
Gambar 4. 3 Struktur Organisasi.....	41
Gambar 4. 4 Logo Serona <i>Coffee</i> Bintaro.....	43
Gambar 4. 5 Kemasan produk Serona <i>Coffee</i> Bintaro	45
Gambar 4. 6 Data <i>Direct Marketing Activation</i>	48
Gambar 4. 7 <i>Social Media Activation</i> Serona Coffee Bintaro	50
Gambar 4. 8 Data <i>Promotion Activation</i> Serona Coffee Bintaro.....	53
Gambar 4. 9 Data <i>Promotion Activation</i> Serona Coffee Bintaro.....	54
Gambar 4. 10 Data Marketing Event Activation Serona Coffee Bintaro	56