

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1.1 <i>Account Official</i> Sosial Media Instagram Safetama.....                            | 7  |
| Gambar 1.2 Grafik Traffic Client Safetama Tahun 2017 .....   | 8  |
| Gambar 1.3 Grafik Revenue Safetama Tahun 2017 .....  | 8  |
| Gambar 1.4 Fakta Trend Digital Marketing Trend Tahun 2017 .....                                    | 11 |
| Gambar 2.1 Model Komunikasi Universal .....  | 25 |
| Gambar 2.2 Tahapan <i>Content Marketing</i> .....  | 47 |
| Gambar 2.3 Piramida <i>Brand Awareness</i> .....   | 50 |
| Gambar 2.4 Nilai-nilai Kesadaran Merek .....   | 52 |
| Gambar 2.5 Kerangka Pemikiran.....   | 56 |
| Gambar 4.1 Logo Perusahaan Safetama .....  | 66 |
| Gambar 4.2 Struktur Organisasi Safetama .....  | 67 |
| Gambar 4.3 Produk Layanan Jasa Paket <i>Virtual Office</i> .....                                   | 71 |
| Gambar 4.4 Produk Layanan Jasa <i>Serviced Office</i> .....  | 72 |
| Gambar 4.5 Produk Layanan Jasa Paket <i>Meeting Room</i> .....                                     | 73 |
| Gambar 4.6 Produk Layanan Jasa Paket Pembuata PT .....   | 74 |
| Gambar 4.7 Produk Layanan Jasa Paket Pembuatan CV .....  | 75 |
| Gambar 4.8 Produk Layanan Jasa <i>Renewal Package</i> .....  | 76 |
| Gambar 4.9 Grafik <i>Likes</i> Periode Tahun 2017 .....  | 84 |
| Gambar 4.10 Grafik <i>Comment</i> Periode Tahun 2017 .....   | 85 |
| Gambar 4.11 <i>Screenshot Feeds Account</i> Instagram Safetama Tema Produk Layanan Jasa .....      | 86 |
| Gambar 4.12 <i>Screenshot Feeds Account</i> Instagram Safetama Tema Motivasi & <i>Quotes</i> ..... | 87 |
| Gambar 4.13 <i>Screenshot Feeds Account</i> Instagram Safetama Tema Inspirasi ...                  | 88 |

|   |    |
|---|----|
| Gambar 4.14 <i>Screenshoot Feeds Account Instagram Safetama Tema Event Hari Besar</i> ..... | 88 |
| Gambar 4.15 <i>Screenshoot Feeds Account Instagram Safetama Likes Terbanyak</i>             | 89 |
| Gambar 4.16 <i>Screenshoot Feeds Account Instagram Safetama Likes Terendah</i> ..           | 89 |
| Gambar 4.17 <i>Screenshoot Feeds Account Instagram Safetama Comment Terbanyak</i> .....     | 90 |
| Gambar 4.18 <i>Screenshoot Feeds Account Instagram Safetama Comment Terendah</i> .....      | 91 |
| Gambar 4.19 <i>Insta Story Instagram Safetama Tema Event Tahun Baru</i> .....               | 91 |
| Gambar 4.20 <i>Insta Story Instagram Safetama Tema Tips Bisnis</i> .....                    | 92 |
| Gambar 4.21 <i>Insta Story Instagram Safetama Promosi Safetama</i> .....                    | 92 |
| Gambar 4.22 <i>Insta Story Instagram Safetama Promosi Safetama</i> .....                    | 93 |
| Gambar 4.23 <i>Insta Story Instagram Safetama Promosi Safetama</i> .....                    | 93 |