

DAFTAR GAMBAR

Gambar 1: <i>Media Ad Spending in Indonesia</i>	1
Gambar 2: <i>Digital Ad Spending Worldwide</i>	2
Gambar 3: Contoh iklan Tokopedia di Google	4
Gambar 4: Trafik kunjungan website tokopedia.....	5
Gambar 5 : AISAS Model.....	37
Gambar 6: Logo Tokopedia	64
Gambar 7: Struktur organisasi Tokopedia	66

