

## DAFTAR GAMBAR

Gambar 2.4.1 Piramid Brand Awareness .....	35
Gambar 2.4.2 Peran Brand Awareness.....	37
Gambar 4.1 Bar Kopi, Papan Nama, Private Room .....	51
Gambar 4.1.1 Upnormal Coffee Roaster Wahid Hasyim .....	52
Gambar 4.1.2 Logo Upnormal Coffee Roaster .....	53
Gambar 4.1.5 Struktur Organisasi .....	55
Gambar 4.1.6.1 Menu Coffee .....	56
Gambar 4.1.6.2 Menu Lainnya .....	56
Gambar 4.2.1 Tahap Perencanaan .....	59
Gambar 4.2.2 Tahap Pelaksanaan .....	67
Gambar 4.2.2.2 Pelaksanaan Event .....	69
Gambar 4.2.2.3 Intagram Upnormal Coffee Roaster .....	71
Gambar 4.2.2.4 Aplikasi Upnormal Coffee Roaster .....	72
Gambar 4.2.4 Hambatan .....	74