

LIST OF TABLE

	Page
Table 1.1 Insights from the Engagement on @chloetime.id's Instagram.....	4
Table 1.2 Engagement Rate on Chloe Time's Instagram Reels.....	6
Table 2.1 Relevant Studies.....	31
Table 3.1 Validation Instrument for Content Marketing Expert.....	37
Table 3.2 Validation Instrument for Media Expert.....	37
Table 3.3 Likert Scale Assessment.....	43
Table 3.4 Example Results of A/B Testing.....	44
Table 4.1 The Results of Statistical Analysis Based on Gender & Age.....	57
Table 4.2 The Results of A/B Testing.....	58
Table 4.3 Engagement Between AIDA and PAS Copywriting Video Content.....	60

THE *Character Building*
UNIVERSITY