DAFTAR TABEL

Tabel 2.1 Perbedaan Tradisional Marketing dan Digital Marketing 24
Tabel 2.2 Penelitian Terdahulu..... 47
Tabel 3.1 Skala Likert Instrumen Penelitian 61
Tabel 3.2 Instrumen Penelitian..... 61
Tabel 4.1 Perancangan Landing Page..... 71
Tabel 4.2 Standar Kelayakan..... 74
Tabel 4.3 Persentase Kelayakan Landing Page..... 74
Tabel 4.4 Hasil Saran Ahli Media..... 76
Tabel 4.5 Hasil Analisis Deskriptif X1.1-X6.4 77