



Lampiran 1. Alat Ukur

Kategori	Indikator	Keterangan
Bentuk Pesan	Informatif	Pesan ini menyampaikan pesan berupa informasi yang ditujukan untuk memberikan data atau fakta yang tersedia
	Persuasif	Pesan yang tersirat dalam konten ini berupa panggilan, dengan tujuan memengaruhi individu.
	Koersif	Pesan yang disampaikan dalam konten ini merupakan bentuk tekanan, yang bertujuan untuk mengajak orang namun dengan menggunakan ancaman atau intimidasi.
Tema Pesan	Campaign	Tindakan yang direncanakan dan dilakukan untuk mencapai tujuan tertentu, seperti mempromosikan produk atau layanan, meningkatkan kesadaran merek, atau mempengaruhi perilaku target audiens.
	Product Knowledge	Konten yang menyebarkan pengetahuan produk dan menampilkan Brand Ambassador
	Kolaborasi	Kolaborasi adalah kerjasama antara dua entitas atau lebih untuk mencapai tujuan bersama.
Tema Pemasaran	Awareness	Konten membangun dan menampilkan informasi produk
	Purchase	Konten melibatkan strategi pemasaran penawaran promosi, diskon, atau insentif lainnya
	Reminding	Konten peningat untuk membeli kembali produk
Format Pesan	Foto	Format Pesan berupa gambar yang tidak bergerak
	Reels	Format Pesan yang berupa video bergerak
	Carousel	Format Pesan yang berupa gambar maupun video dengan jumlah postingan lebih dari satu
	Prilly Latuconsina	Konten Brand Ambassador Lokal

Frekuensi	Angga Yunanda	Konten Brand Ambassador Lokal
Konten	Syifa Hadju	Konten Brand Ambassador Lokal
	Lee Min Ho	Konten Brand Ambassador Internasional
	Red Velvet	Konten Brand Ambassador Internasional



Lampiran 2. Tabel Unit Analisis

Coder 1

Keterangan : 75 Konten

Bentuk Pesan : 1. Informatif, 2. Persuasif, 3. Koersif

Tema Pesan : 1. Campaign, 2. Product Knowledge, 3. Kolaborasi

Tema Pemasaran : 1. Awareness, 2. Purchase, 3. Reminding

Format Pesan : 1. Foto, 2. Reels, 3. Carousel

Frekuensi Konten : 1. Prilly Latuconsina, 2. Angga Yunanda, 3. Syifa Hadju, 4. Lee

Min Ho. 5. Red Velvet

No.	Periode	Bentuk Pesan	Tema Pesan	Format Pesan	Tema Pemasaran	Frekuensi Konten
1	24 Februari 2023 https://www.instagram.com/reel/CpCFmEkv8Gs/?igsh=MWEybWEwdzVjOTQ2cA==	Informatif	Campaign	Reels	Awareness	Angga Yunanda
2	27 Februari 2023 https://www.instagram.com/reel/CpJ0Ai1P-x/?igsh=YTIncXlkcnk2OGxz	Informatif	Kolaborasi	Reels	Awareness	Prilly Latuconsina
3	1 Maret 2023 https://www.instagram.com/reel/CpPtpSovtJd/?igsh=Y3Z3YjQwYWw3bGEw	Informatif	Product Knowledge	Reels	Awareness	Prilly Latuconsina
4	4 Maret 2023 https://www.instagram.com/p/CpXcBzZJVu2/?igsh=MTkxem54Z2ZnN3FqaA==	Informatif	Product Knowledge	Foto	Purchase	Syifa Hadju

5	17 Maret 2023 https://www.instagram.com/p/Cp46Xh1SHck/?igsh=MW45dDBuaXF1NmU0Zw==	Informatif	Product Knowledge	Foto	Awareness	Prilly Latuconsina
6	1 April 2023 https://www.instagram.com/reel/CqeyN3HOcjN/?igsh=MTlhc3lqYWhxMTF0dw==	Informatif	Campaign	Reels	Awareness	Red Velvet
7	1 April 2023 https://www.instagram.com/p/CqeyOVuSPwt/?igsh=MWs0OWdybHFxdXgxeA==	Informatif	Campaign	Carousel	Awareness	Red Velvet
8	2 April 2023 https://www.instagram.com/p/CqhXGfuSgoH/?igsh=MTUwc3Z1N2d1bHkz	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
9	2 April 2023 https://www.instagram.com/reel/CqiHJ7LuUwc/?igsh=MW95a3l3MjM1djdmMg==	Informatif	Kolaborasi	Reels	Awareness	Red Velvet
10	3 April 2023 https://www.instagram.com/p/Cqj7yH0yx2x/?igsh=bGs4YnMxYno4eHY2	Informatif	Campaign	Foto	Awareness	Red Velvet
11	4 April 2023 https://www.instagram.com/p/CqnQwSfy54A/?igsh=ajq2Z3JlMWdkMThr	Informatif	Campaign	Carousel	Awareness	Red Velvet

12	7 April 2023 https://www.instagram.com/reel/Cqu_HAdOexq/?igsh=Nmd1dzE2bTAyOG5x	Persuasif	Kolaborasi	Reels	Purchase	Red Velvet
13	10 April 2023 https://www.instagram.com/reel/Cq2tcQ3ycJr/?igsh=MWV3OHF6cWN6YnRnZw= ≡	Informatif	Kolaborasi	Reels	Reminding	Syifa Hadju
14	14 April 2023 https://www.instagram.com/p/CrBAuEmOfFq/?igsh=MTljdGNmdm52eTB0cQ==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
15	15 April 2023 https://www.instagram.com/p/CrC1cnZyEDQ/?igsh=MXhoaHRiNDVwcWF3bg==	Informatif	Product Knowledge	Foto	Reminding	Red Velvet
16	24 April 2023 https://www.instagram.com/p/CrawoyWuGoc/?igsh=bmtwbW hoZ2RueXhp	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
17	27 April 2023 https://www.instagram.com/p/CrifAAduA1d/?igsh=MWd0NjZiYTJ5NGZtZQ==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
18	1 May 2023 https://www.instagram.com/p/CrsyJ3YRX	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet

	3Z/?igsh=MW01MmlvMnp6dWF2NQ==					
19	4 May 2023 https://www.instagram.com/p/Cr0qibfSk2y/?igsh=bmV5cnY0YThjajA=	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
20	5 May 2023 https://www.instagram.com/p/Cr2jjqROPiZ/?igsh=ODdodzl2dnc5MWt0	Informatif	Kolaborasi	Carousel	Awareness	Red Velvet
21	8 May 2023 https://www.instagram.com/p/Cr-zyWyyJVY/?igsh=enFjZ2V6OHN4ZGFx	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
22	10 May 2023 https://www.instagram.com/p/CsD9V3wORRD/?igsh=MXd2OWtoZGY3Nnp2NQ==	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
23	11 May 2023 https://www.instagram.com/p/CsGiL5BxC2i/?igsh=MXFwM2twcWszNWFrnG==	Informatif	Product Knowledge	Foto	Reminding	Angga Yunanda
24	14 May 2023 https://www.instagram.com/p/CsLrwC6uVdi/?igsh=ODY1ZHh9YTIweHNt	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
25	15 May 2023 https://www.instagram.com/p/CsLrwC6uVdi/?igsh=ODY1ZHh9YTIweHNt	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latu Consina

	m.com/p/CsQ1Ql6uWn/?igsh=bmo2OHprc3YyNDg1					
26	16 May 2023 https://www.instagram.com/p/CsTaIJKRU Au/?igsh=NGI4bWd5cW5jN3py	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
27	18 May 2023 https://www.instagram.com/p/CsYjSlkxBeD/?igsh=cm01a3N4eGs3aTc2	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
28	23 May 2023 https://www.instagram.com/p/CsIbt0GOTvQ/?igsh=MThwcjBxcDYwMTN0bw==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
29	27 May 2023 https://www.instagram.com/p/Csvvv0HRPez/?igsh=YTEwaGR3Nnc1cmpk	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
30	8 Juni 2023 https://www.instagram.com/p/CtOoWCvx05u/?igsh=MWt1NGJoMGlqenFqZw==	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
31	6 Juni 2023 https://www.instagram.com/p/CtJe0IRxjAN/?igsh=azR6dGptZmpwaGFt	Informatif	Product Knowledge	Foto	Awareness	Lee Min Ho
32	10 Juni 2023 https://www.instagram.com/p/CtJe0IRxjAN/?igsh=azR6dGptZmpwaGFt	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju

	m.com/p/CtTy-4BRtGW/?igsh=MWY5NThoMDZ1dGxvNQ==					
33	12 Juni 2023 https://www.instagram.com/p/CtY4LH1RZon/?igsh=OXJiZXM yN2dobGw5	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
34	14 Juni 2023 https://www.instagram.com/p/CteEnUmR9kn/?igsh=OXBkY2Z0a2RvZ3k4	Informatif	Product Knowledge	Foto	Awareness	Lee Min Ho
35	16 Juni 2023 https://www.instagram.com/reel/CtjOKGAucDd/?igsh=MTQ2bTl1eHYxNW5zcg=	Informatif	Kolaborasi	Reels	Purchase	Syifa Hadju
36	21 Juni 2023 https://www.instagram.com/p/CtwG1xQRDWW/?igsh=MWtoYnY0cWRldWd2	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
37	22 Juni 2023 https://www.instagram.com/reel/Ctyq5a2Rx-B/?igsh=MTJ0c3dvODVxb2E1Mg==	Persuasif	Kolaborasi	Reels	Reminding	Lee Min Ho
38	25 Juni 2023 https://www.instagram.com/p/Ct6a_NQxJ	Informatif	Product Knowledge	Foto	Awareness	Red Velvet

	<u>/?igsh=NXp3bnl4ZHF4bTZ3</u>					
39	29 Juni 2023 <u>https://www.instagram.com/p/CuEr7MaOpNN/?igsh=MXZvdG5venc1MTQydA==</u>	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
40	2 Juli 2023 <u>https://www.instagram.com/p/CuMaUSVuDlz/?igsh=MTdjYWZmaTBkZDk0MA==</u>	Informatif	Product Knowledge	Foto	Awareness	Lee Min Ho
41	5 Juli 2023 <u>https://www.instagram.com/p/CuUqWfxH28/?igsh=MXhvY3l6cWZ6eWlv</u>	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
42	10 Juli 2023 <u>https://www.instagram.com/p/CuhBQZ0xelP/?igsh=MXZkYjVvM25wbjZ1eg==</u>	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
43	12 Juli 2023 <u>https://www.instagram.com/p/CumKyvyRG3m/?igsh=OG5nNXZwMzN3cWRn</u>	Informatif	Product Knowledge	Foto	Purchase	Lee Min Ho
44	13 Juli 2023 <u>https://www.instagram.com/reel/CuoszHkxow0/?igsh=MTNoZHcwb2tmOWo5NQ=</u> ≡	Persuasif	Kolaborasi	Reels	Purchase	Syifa Hadju
45	14 Juli 2023 <u>https://www.instagram.com/p/CuUqWfxH28/?igsh=MXhvY3l6cWZ6eWlv</u>	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet

	m.com/p/CurTVsJRbhx/?igsh=MTlwdWZ5ajE1Zm4xZg==					
46	16 Juli 2023 https://www.instagram.com/p/CuwfcWtRa7D/?igsh=NWZwdXB4YThhcHY5	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
47	19 Juli 2023 https://www.instagram.com/p/Cu4Ku2Exw-J/?igsh=emR2eW10ZXg4YTZy	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
48	25 Juli 2023 https://www.instagram.com/p/CvHneilPu1B/?igsh=MTJONTJ6bDU3bjBnaA==	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
49	31 Juli 2023 https://www.instagram.com/p/CvXDIF7PNgy/?igsh=MThpOWs2bWRrOGI5dg==	Informatif	Product Knowledge	Foto	Awareness	Angga Yunanda
50	1 Agustus 2023 https://www.instagram.com/reel/CvZrT9vO9Ka/?igsh=MW12bWxyM3A4Mjdtcg==	Informatif	Campaign	Reels	Awareness	Red Velvet
51	3 Agustus 2023 https://www.instagram.com/p/CveDWxYxPyv/?igsh=enkxb2Jl bjB1amJl	Informatif	Kolaborasi	Carousel	Awareness	Red Velvet

52	3 Agustus 2023 https://www.instagram.com/p/CvezuZzvl0/?igsh=MXI1azRiZDZwaW10Nw==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
53	4 Agustus 2023 https://www.instagram.com/p/CvhYkkjRWL/?igsh=dHZndm1wZWZpdDdw	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
54	6 Agustus 2023 https://www.instagram.com/p/CvmgexAvz8t/?igsh=MTIzbmhsNDk0aDZ0dQ==	Informatif	Product Knowledge	Carousel	Purchase	Red Velvet
55	8 Agustus 2023 https://www.instagram.com/p/CvrqEfuOVx2/?igsh=MWpnOGJydjAwdWRzcQ==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
56	8 Agustus 2023 https://www.instagram.com/reel/Cvq2vqGO02G/?igsh=MXhk dHVnODR5OGZobq ==	Informatif	Campaign	Reels	Awareness	Red Velvet
57	9 Agustus 2023 https://www.instagram.com/p/CvrqkA-uzhX/?igsh=ZDZ5cm1tN2tldHk3	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
58	12 Agustus 2023 https://www.instagram.com/p/Cv16UIKvJ	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet

	pk/?igsh=MTNvZWV5MHBqZzVieQ==					
59	14 Agustus 2023 https://www.instagram.com/p/Cv7J1UgRWX5/?igsh=MXBuY25hcGc2b3lpZw==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
60	16 Agustus 2023 https://www.instagram.com/reel/CwATSfMEcG/?igsh=MW9panBsZ3E4MnN1dg==	Informatif	Product Knowledge	Reels	Awareness	Red Velvet
61	19 Agustus 2023 https://www.instagram.com/p/CwH8dz2RDqy/?igsh=djM5eWQ1czk1aTZz	Informatif	Product Knowledge	Foto	Awareness	Lee Min Ho
62	26 Agustus 2023 https://www.instagram.com/p/CwaJiCCJ4fd/?igsh=dWlhMWwwaXVpd3Vt	Informatif	Kolaborasi	Foto	Awareness	Prilly Latuconsina
63	26 Agustus 2023 https://www.instagram.com/p/CwZ-paJRt2K/?igsh=dGhsbmplbWF4YzJx	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
64	28 Agustus 2023 https://www.instagram.com/p/CwfF3iFvXiY/?igsh=MXR1NzhyMzlyb2J1bw==	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
65	30 Agustus 2023 https://www.instagram.com/p/CwZ-paJRt2K/?igsh=dGhsbmplbWF4YzJx	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet

	m.com/p/CwksS4_ThGxA/?igsh=MTJqNG1xZ210M3hrMw==					
66	2 September 2023 https://www.instagram.com/p/Cwr95KSR1Ok/?igsh=enduNW9tdHo4aDM1	Informatif	Campaign	Carousel	Awareness	Lee Min Ho
67	4 September 2023 https://www.instagram.com/p/CwwdRINRLnP/?igsh=YWY3YnqwZHZidDB3	Informatif	Product Knowledge	Carousel	Awareness	Angga Yunanda
68	4 September 2023 https://www.instagram.com/p/CwwyY3uOujG/?igsh=MXRoa3AwNDczM2Zt	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
69	4 September 2023 https://www.instagram.com/p/Cwxl3qaRnFZ/?igsh=MTN2Znk4bjZqaTFpOA==	Informatif	Product Knowledge	Carousel	Awareness	Lee Min Ho
70	5 September 2023 https://www.instagram.com/p/CwzDZG9Rj41/?igsh=ajA4c2lybXJraXI0	Informatif	Kolaborasi	Foto	Purchase	Lee Min Ho
71	6 September 2023 https://www.instagram.com/p/Cw2RhRDxQx0/?igsh=dmY5cjQ0cnFyZTY5	Informatif	Campaign	Carousel	Purchase	Lee Min Ho
72	7 September 2023 https://www.instagram.com/p/Cw2RhRDxQx0/?igsh=dmY5cjQ0cnFyZTY5	Informatif	Product Knowledge	Foto	Reminding	Lee Min Ho

	m.com/p/Cw4jBOsOMRC/?igsh=djlxMXB2ZGRtb2hs					
73	16 September 2023 https://www.instagram.com/reel/CxQBAvNBhBY/?igsh=MXhtZW00cm1lczY3eQ= ≡	Informatif	Kolaborasi	Reels	Awareness	Lee Min Ho
74	26 September 2023 https://www.instagram.com/reel/CxpwW2OvjQQ/?igsh=ZHdkcGM3cWh0aHBp	Informatif	Kolaborasi	Reels	Reminding	Angga Yunanda
75	26 September 2023 https://www.instagram.com/p/CxpgHQTRMZD/?igsh=OHZIXE3aGJuaW51	Informatif	Kolaborasi	Carousel	Awareness	Red Velvet

Lampiran 3. Tabel Unit Analisis

Coder 2

Keterangan : 75 Konten

Bentuk Pesan : 1. Informatif, 2. Persuasif, 3. Koersif

Tema Pesan : 1. Campaign, 2. Product Knowledge, 3. Kolaborasi

Tema Pemasaran : 1. Awareness, 2. Purchase, 3. Reminding

Format Pesan : 1. Foto, 2. Reels, 3. Carousel

Frekuensi Konten : 1. Prilly Latuconsina, 2. Angga Yunanda, 3. Syifa Hadju, 4. Lee

Min Ho. 5. Red Velvet

No.	Periode	Bentuk Pesan	Tema Pesan	Format Pesan	Tema Pemasaran	Frekuensi Konten
1	24 Februari 2023 https://www.instagram.com/reel/CpCFmEkv8Gs/?igsh=MWEybWEwdzVjOTQ2cA==	Informatif	Campaign	Reels	Reminding	Angga Yunanda
2	27 Februari 2023 https://www.instagram.com/reel/CpJ0Ai1P-x/?igsh=YTIncXlkcnk2OGxz	Informatif	Kolaborasi	Reels	Reminding	Prilly Latuconsina
3	1 Maret 2023 https://www.instagram.com/reel/CpPtpSovtJd/?igsh=Y3Z3YjQwYWw3bGEw	Informatif	Product Knowledge	Reels	Awareness	Prilly Latuconsina
4	4 Maret 2023 https://www.instagram.com/p/CpXcBzJVu2/?igsh=MTkxem54Z2ZnN3FqaA==	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju

5	17 Maret 2023 https://www.instagram.com/p/Cp46Xh1SHck/?igsh=MW45dDBuaXF1NmU0Zw==	Informatif	Product Knowledge	Foto	Awareness	Prilly Latuconsina
6	1 April 2023 https://www.instagram.com/reel/CqeyN3HOcjN/?igsh=MTlhc3lqYWhxMTF0dw==	Informatif	Campaign	Reels	Awareness	Red Velvet
7	1 April 2023 https://www.instagram.com/p/CqeyOVuSPwt/?igsh=MWs0OWdybHFxdXgxeA==	Informatif	Campaign	Carousel	Awareness	Red Velvet
8	2 April 2023 https://www.instagram.com/p/CqhXGfuSgoH/?igsh=MTUwc3Z1N2d1bHkz	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
9	2 April 2023 https://www.instagram.com/reel/CqiHJ7LuUwc/?igsh=MW95a3l3MjM1djdmMg==	Informatif	Kolaborasi	Reels	Awareness	Red Velvet
10	3 April 2023 https://www.instagram.com/p/Cqj7yH0yx2x/?igsh=bGs4YnMxYno4eHY2	Informatif	Campaign	Foto	Awareness	Red Velvet
11	4 April 2023 https://www.instagram.com/p/CqnQwSfy54A/?igsh=ajq2Z3JlMWdkMThr	Informatif	Campaign	Carousel	Awareness	Red Velvet

	3Z/?igsh=MW01MmlvMnp6dWF2NQ==					
19	4 May 2023 https://www.instagram.com/p/Cr0qibfSk2y/?igsh=bmV5cnY0YThjajA=	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
20	5 May 2023 https://www.instagram.com/p/Cr2jjqROPiZ/?igsh=ODdodzl2dnc5MWt0	Informatif	Kolaborasi	Carousel	Awareness	Red Velvet
21	8 May 2023 https://www.instagram.com/p/Cr-zyWyyJVY/?igsh=enFjZ2V6OHN4ZGFx	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
22	10 May 2023 https://www.instagram.com/p/CsD9V3wORRD/?igsh=MXd2OWtoZGY3Nnp2NQ==	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
23	11 May 2023 https://www.instagram.com/p/CsGiL5BxC2i/?igsh=MXFwM2twcWszNWFrnG==	Informatif	Product Knowledge	Foto	Awareness	Angga Yunanda
24	14 May 2023 https://www.instagram.com/p/CsLrwC6uVdi/?igsh=ODY1ZHh9YtIweHNt	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
25	15 May 2023 https://www.instagram.com/p/CsLrwC6uVdi/?igsh=ODY1ZHh9YtIweHNt	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latu Consina

	m.com/p/CsQ1QI6uWn/?igsh=bmo2OHprc3YyNDg1					
26	16 May 2023 https://www.instagram.com/p/CsTaIJKRU Au/?igsh=NGI4bWd5cW5jN3py	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
27	18 May 2023 https://www.instagram.com/p/CsYjSlkxBeD/?igsh=cm01a3N4eGs3aTc2	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
28	23 May 2023 https://www.instagram.com/p/CsIbt0GOTvQ/?igsh=MThwcjBxcDYwMTN0bw==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
29	27 May 2023 https://www.instagram.com/p/Csvvv0HRPez/?igsh=YTEwaGR3Nnc1cmpk	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
30	8 Juni 2023 https://www.instagram.com/p/CtOoWCvx05u/?igsh=MWt1NGJoMGlqenFqZw==	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
31	6 Juni 2023 https://www.instagram.com/p/CtJe0IRxjAN/?igsh=azR6dGptZmpwaGFt	Informatif	Product Knowledge	Foto	Awareness	Lee Min Ho
32	10 Juni 2023 https://www.instagram.com/p/CtJe0IRxjAN/?igsh=azR6dGptZmpwaGFt	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju

	m.com/p/CtTy-4BRtGW/?igsh=MWY5NThoMDZ1dGxvNQ==					
33	12 Juni 2023 https://www.instagram.com/p/CtY4LH1RZon/?igsh=OXJiZXM yN2dobGw5	Informatif	Product Knowledge	Foto	Awareness	Red Velvet
34	14 Juni 2023 https://www.instagram.com/p/CteEnUmR9kn/?igsh=OXBkY2Z0a2RvZ3k4	Informatif	Product Knowledge	Foto	Purchase	Lee Min Ho
35	16 Juni 2023 https://www.instagram.com/reel/CtjOKGAucDd/?igsh=MTQ2bTl1eHYxNW5zcg==	Informatif	Kolaborasi	Reels	Purchase	Syifa Hadju
36	21 Juni 2023 https://www.instagram.com/p/CtwG1xQRDWW/?igsh=MWtoYnY0cWRldWd2	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
37	22 Juni 2023 https://www.instagram.com/reel/Ctyq5a2Rx-B/?igsh=MTJ0c3dvODVxb2E1Mg==	Persuasif	Kolaborasi	Reels	Reminding	Lee Min Ho
38	25 Juni 2023 https://www.instagram.com/p/Ct6a_NQxJ	Informatif	Product Knowledge	Foto	Awareness	Red Velvet

	<u>/?igsh=NXp3bnl4ZHF4bTZ3</u>					
39	29 Juni 2023 <u>https://www.instagram.com/p/CuEr7MaOpNN/?igsh=MXZvdG5venc1MTQydA==</u>	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
40	2 Juli 2023 <u>https://www.instagram.com/p/CuMaUSVuDlz/?igsh=MTdjYWZmaTBkZDk0MA==</u>	Informatif	Product Knowledge	Foto	Awareness	Lee Min Ho
41	5 Juli 2023 <u>https://www.instagram.com/p/CuUqWfxH28/?igsh=MXhvY3l6cWZ6eWlv</u>	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
42	10 Juli 2023 <u>https://www.instagram.com/p/CuhBQZ0xelP/?igsh=MXZkYjVvM25wbjZ1eg==</u>	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
43	12 Juli 2023 <u>https://www.instagram.com/p/CumKyvyRG3m/?igsh=OG5nNXZwMzN3cWRn</u>	Informatif	Product Knowledge	Foto	Purchase	Lee Min Ho
44	13 Juli 2023 <u>https://www.instagram.com/reel/CuoszHkxow0/?igsh=MTNoZHcwb2tmOWo5NQ=</u> ≡	Persuasif	Kolaborasi	Reels	Purchase	Syifa Hadju
45	14 Juli 2023 <u>https://www.instagram.com/p/CuUqWfxH28/?igsh=MXhvY3l6cWZ6eWlv</u>	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet

	m.com/p/CurTVsJRbhx/?igsh=MTlwdWZ5ajE1Zm4xZg==					
46	16 Juli 2023 https://www.instagram.com/p/CuwfcWtRa7D/?igsh=NWZwdXB4YThhcHY5	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
47	19 Juli 2023 https://www.instagram.com/p/Cu4Ku2Exw-J/?igsh=emR2eW10ZXg4YTZy	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
48	25 Juli 2023 https://www.instagram.com/p/CvHneilPu1B/?igsh=MTJONTJ6bDU3bjBnaA==	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
49	31 Juli 2023 https://www.instagram.com/p/CvXDIF7PNgy/?igsh=MThpOWs2bWRrOGI5dg==	Informatif	Product Knowledge	Foto	Awareness	Angga Yunanda
50	1 Agustus 2023 https://www.instagram.com/reel/CvZrT9vO9Ka/?igsh=MW12bWxyM3A4Mjdtcg==	Informatif	Campaign	Reels	Awareness	Red Velvet
51	3 Agustus 2023 https://www.instagram.com/p/CveDWxYxPyv/?igsh=enkxb2JlbjB1amJl	Informatif	Kolaborasi	Carousel	Awareness	Red Velvet



52	3 Agustus 2023 https://www.instagram.com/p/CvezuZzvl0/?igsh=MXI1azRiZDZwaW10Nw==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
53	4 Agustus 2023 https://www.instagram.com/p/CvhYkkjRWL/?igsh=dHZndm1wZWZpdDdw	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
54	6 Agustus 2023 https://www.instagram.com/p/CvmgexAvz8t/?igsh=MTIzbmhsNDk0aDZ0dQ==	Informatif	Product Knowledge	Carousel	Purchase	Red Velvet
55	8 Agustus 2023 https://www.instagram.com/p/CvrqEfuOVx2/?igsh=MWpnOGJydjAwdWRzcQ==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
56	8 Agustus 2023 https://www.instagram.com/reel/Cvq2vqGO02G/?igsh=MXhk dHVnODR5OGZobq ==	Informatif	Campaign	Reels	Awareness	Red Velvet
57	9 Agustus 2023 https://www.instagram.com/p/CvrqkA-uzhX/?igsh=ZDZ5cm1tN2tldHk3	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
58	12 Agustus 2023 https://www.instagram.com/p/Cv16UIKvJ	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet

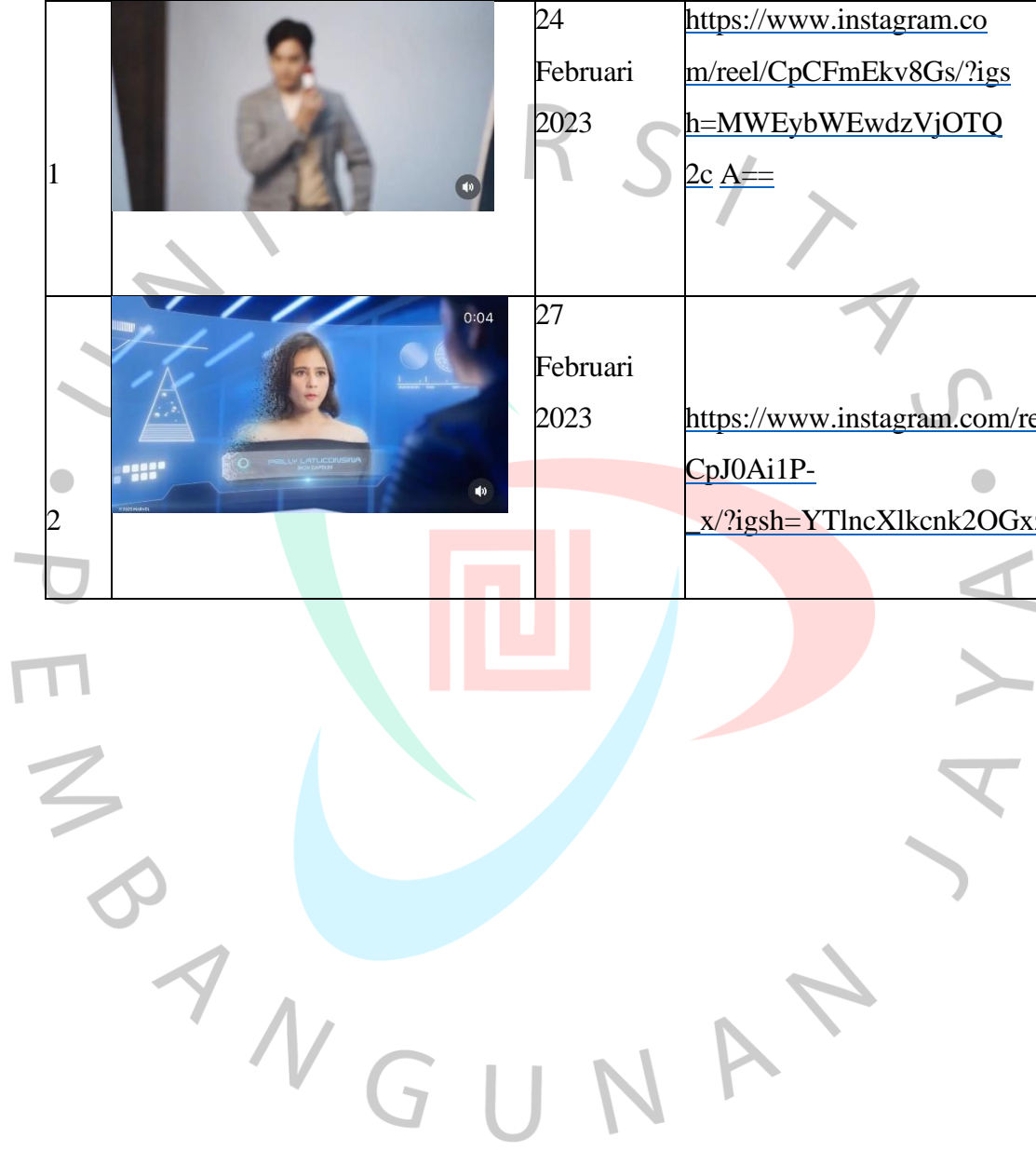
	pk/?igsh=MTNvZWV5MHBqZzVieQ==					
59	14 Agustus 2023 https://www.instagram.com/p/Cv7J1UgRWX5/?igsh=MXBuY25hcGc2b3lpZw==	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
60	16 Agustus 2023 https://www.instagram.com/reel/CwATSfMEcG/?igsh=MW9panBsZ3E4MnN1dg==	Informatif	Product Knowledge	Reels	Awareness	Red Velvet
61	19 Agustus 2023 https://www.instagram.com/p/CwH8dz2RDqy/?igsh=djM5eWQ1czk1aTZz	Informatif	Product Knowledge	Foto	Awareness	Lee Min Ho
62	26 Agustus 2023 https://www.instagram.com/p/CwaJiCCJ4fd/?igsh=dWlhMWwwaXVpd3Vt	Informatif	Kolaborasi	Foto	Reminding	Prilly Latuconsina
63	26 Agustus 2023 https://www.instagram.com/p/CwZ-paJRt2K/?igsh=dGhsbmplbWF4YzJx	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet
64	28 Agustus 2023 https://www.instagram.com/p/CwfF3iFvXiY/?igsh=MXR1NzhyMzlyb2J1bw==	Informatif	Product Knowledge	Foto	Awareness	Syifa Hadju
65	30 Agustus 2023 https://www.instagram.com/p/CwZ-paJRt2K/?igsh=dGhsbmplbWF4YzJx	Informatif	Product Knowledge	Carousel	Awareness	Red Velvet




	m.com/p/CwksS4_ThGxA/?igsh=MTJqNG1xZ210M3hrMw==					
66	2 September 2023 https://www.instagram.com/p/Cwr95KSR1Ok/?igsh=enduNW9tdHo4aDM1	Informatif	Campaign	Carousel	Awareness	Lee Min Ho
67	4 September 2023 https://www.instagram.com/p/CwwdRINRLnP/?igsh=YWY3YnqwZHZidDB3	Informatif	Product Knowledge	Carousel	Awareness	Angga Yunanda
68	4 September 2023 https://www.instagram.com/p/CwwyY3uOujG/?igsh=MXRoa3AwNDczM2Zt	Informatif	Product Knowledge	Carousel	Awareness	Prilly Latuconsina
69	4 September 2023 https://www.instagram.com/p/Cwxl3qaRnFZ/?igsh=MTN2Znk4bjZqaTFpOA==	Informatif	Product Knowledge	Carousel	Awareness	Lee Min Ho
70	5 September 2023 https://www.instagram.com/p/CwzDZG9Rj41/?igsh=ajA4c2lybXJraXI0	Informatif	Kolaborasi	Foto	Purchase	Lee Min Ho
71	6 September 2023 https://www.instagram.com/p/Cw2RhRDxQx0/?igsh=dmY5cjQ0cnFyZTY5	Informatif	Campaign	Carousel	Purchase	Lee Min Ho
72	7 September 2023 https://www.instagram.com/p/Cw2RhRDxQx0/?igsh=dmY5cjQ0cnFyZTY5	Informatif	Product Knowledge	Foto	Reminding	Lee Min Ho


	m.com/p/Cw4jBOsOMRC/?igsh=djlxMXB2ZGRtb2hs					
73	16 September 2023 https://www.instagram.com/reel/CxQBAvNBhBY/?igsh=MXhtZW00cm1lczY3eQ=	Informatif	Kolaborasi	Reels	Awareness	Lee Min Ho
74	26 September 2023 https://www.instagram.com/reel/CxpwW2OvjQQ/?igsh=ZHdkcGM3cWh0aHBp	Informatif	Kolaborasi	Reels	Reminding	Angga Yunanda
75	26 September 2023 https://www.instagram.com/p/CxpgHQTRMZD/?igsh=OHZIXE3aGJuaW51	Informatif	Kolaborasi	Carousel	Awareness	Red Velvet





Lampiran 4. Tabel Unit Analisis

No	Visual	Periode	Link
1		24 Februari 2023	https://www.instagram.com/reel/CpCFmEkv8Gs/?igsh=MWEybWEwdzVjOTQ2cA==
2		27 Februari 2023	https://www.instagram.com/reel/CpJ0Ai1P-x/?igsh=YTlncXlkcnk2OGxz



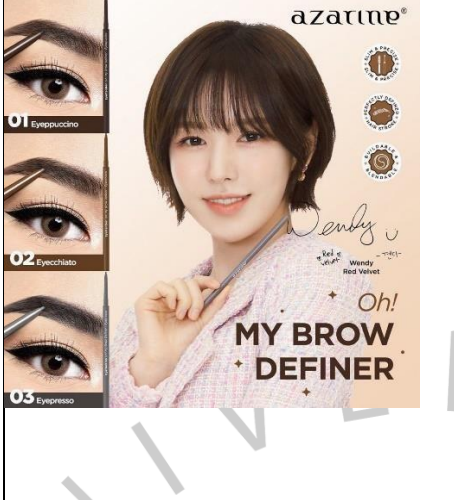
3		1 Maret 2023	https://www.instagram.com/reel/CpPtpSovtJd/?igsh=Y3Z3YjQwYW_w3bGEw
4		4 Maret 2023	https://www.instagram.com/p/CpXcBzZJVu2/?igsh=MTkxem54Z2Zn_N3FqaA==
5		17 Maret 2023	https://www.instagram.com/p/Cp46Xh1SHck/?igsh=MW45dDBuaXF_1NmU0Zw==
6		1 April 2023	https://www.instagram.com/reel/CqeyN3HOcjN/?igsh=MTlhc3lqYW_hxMTF0dw==

7		1 April 2023	https://www.instagram.com/p/CqeyOVuSPwt/?igsh=MWs0OWdybH FxdXgxeA==
8		2 April 2023	https://www.instagram.com/p/CqhXGfuSgoH/?igsh=MTUwc3Z1N2d 1bHkz
9		2 April 2023	https://www.instagram.com/reel/CqiHJ7LuUwc/?igsh=MW95a3l3Mj M1djdMg==
10		3 April 2023	https://www.instagram.com/p/Cji7yH0yx2x/?igsh=bGs4YnMxYno4e HY2

11		4 April 2023	https://www.instagram.com/p/CqnQwSfy54A/?igsh=ajg2Z3JIMWdkMThr&img_index=1
12		7 April 2023	https://www.instagram.com/reel/Cqu_HAdOexq/?igsh=Nmd1dzE2bTAyOG5x
13		10 April 2023	https://www.instagram.com/reel/Cq2tcQ3ycJr/?igsh=MWV3OHF6cWN6YnRnZw==
14		14 April 2023	https://www.instagram.com/p/CrBAuEmOfFq/?igsh=MTljdnmdm52eTB0cQ==

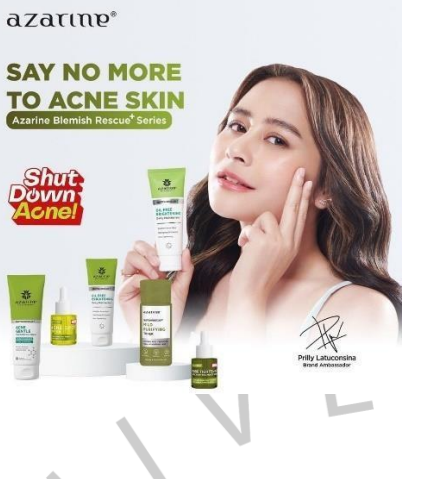


15		15 April 2023	https://www.instagram.com/p/CrC1cnZyEDQ/?igsh=MXhoaHRjNDV_wcWF3bg==
16		24 April 2023	https://www.instagram.com/p/CrawoyWuGoc/?igsh=bmtwbWhoZ2R_ueXhp
17		27 April 2023	https://www.instagram.com/p/CrifAAduA1d/?igsh=MWd0NjZiYTJ5N_GZtZQ==

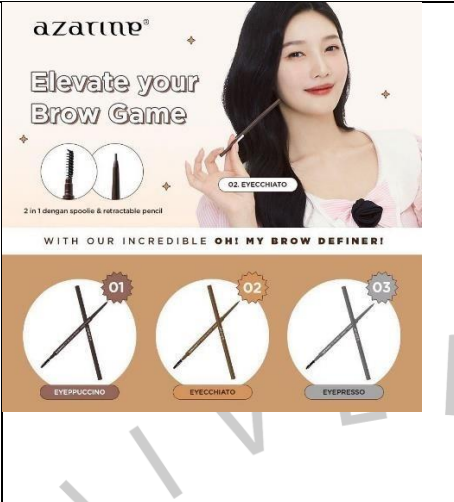

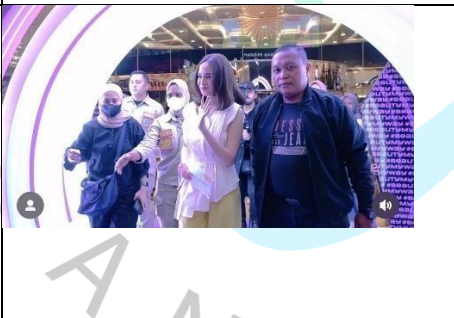

18		1 May 2023	https://www.instagram.com/p/CrsyJ3YRX3Z/?igsh=MW01MmlvMnp6dWF2NQ==
19		4 May 2023	https://www.instagram.com/p/Cr0gibfSk2y/?igsh=bmV5cnY0YThjajA
20		5 May 2023	https://www.instagram.com/p/Cr2jjqROPiz/?igsh=ODdodzI2dnc5MWt0




21	 <p>azarline® Oh! MY BROW DEFINER</p>	8 May 2023	https://www.instagram.com/p/Cr-zyWyyJVY/?igsh=enFjZ2V6OHN4ZGFx
22	 <p>azarline® Tinted Lippie Cake</p> <p>03 Pumpkin Cake</p> <p>its moist your lip Enriched with Vit. E Menegakkan bibir pada bibir yang pecah-pecah Sunflower Oil Membubarkan bibir dan kaya antioksidan</p>	10 May 2023	https://www.instagram.com/p/CsD9V3wORRD/?igsh=MXd2OWtoZGY3Nnp2NQ==
23	 <p>azarline® LAYERING TERNAMPOL UNTUK MASALAH KULITMU</p> <p>Big Pores & Oily Skin Dull Skin Acne Prone Skin</p>	11 May 2023	https://www.instagram.com/p/CsGiL5BxC2i/?igsh=MXFwM2twcWszNWFrNg==




24		14 May 2023	https://www.instagram.com/p/CsLrwC6uVdi/?igsh=ODY1ZHhqYTIweHNt
25		15 May 2023	https://www.instagram.com/p/CsQ1Ql6uWn/?igsh=bmo2OHprc3YyNDg1
26		16 May 2023	https://www.instagram.com/p/CsTaJKRUau/?igsh=NGI4bWd5cW5jN3py

27		18 May 2023	https://www.instagram.com/p/CsYjsIkxBeD/?igsh=cm01a3N4eGs3aTc2
28		23 May 2023	https://www.instagram.com/p/Cslbt0GOTvQ/?igsh=MThwcjBxcDYwMTN0bw==
29		27 May 2023	https://www.instagram.com/p/Csvvv0HRPez/?igsh=YTEwaGR3Nnc1c mpk



30		8 Juni 2023	https://www.instagram.com/p/CtOoWCvx05u/?igsh=MWt1NGJOMGlqenFqZw==
31		6 Juni 2023	https://www.instagram.com/p/CtJe0IRxjAN/?igsh=azR6dGptZmpw
32		10 Juni 2023	https://www.instagram.com/p/CtTly-4BRtGW/?igsh=MWY5NThoMDZ1dGxvNQ==

33		12 Juni 2023	https://www.instagram.com/p/CtY4LH1RZon/?igsh=OXJiZXMyN2dob_Gw5
34		14 Juni 2023	https://www.instagram.com/p/CteEnUmR9kn/?igsh=OXBkY2Z0a2RvZ_3k4
35		16 Juni 2023	https://www.instagram.com/reel/CtjOKGAucDd/?igsh=MTQ2bTI1eH_YxNW5zcg==
36		21 Juni 2023	https://www.instagram.com/p/CtwG1xQRDWW/?igsh=MWtoYnY0c_WRldWd2

37	 <p>LEE MIN HO</p> <p>azarine</p>	22 Juni 2023	https://www.instagram.com/reel/Ctyq5a2Rx-B/?igsh=MTJ0c3dvODVxb2E1Mg
38	 <p>azarine®</p> <p>Find Perfect Lip Tint for YERI</p> <p>A</p> <p>B</p> <p>C</p>	25 Juni 2023	https://www.instagram.com/p/Ct6a_NQxJ/?igsh=NXp3bnl4ZHF4bT_Z3
39	 <p>azarine®</p> <p>REKOMENDASI SERUM</p> <p>Kulit Berminyak & Berjerawat</p> <p>Prilly Latuconsina Brand Ambassador</p>	29 Juni 2023	https://www.instagram.com/p/CuEr7MaOpNN/?igsh=MXZvdG5venc_1MTQydA==

40		2 Juli 2023	https://www.instagram.com/p/CuMaUSVuDlz/?igsh=MTdjYWZmaTB_kZDk0MA==
41		5 Juli 2023	https://www.instagram.com/p/CuUIqWfxH28/?igsh=MXhvY3l6cWZ6_eWlv
42		10 Juli 2023	https://www.instagram.com/p/CuhBQZ0xeIp/?igsh=MXZkYjVvYm25w_bjZ1eg==

<p>43</p>		<p>12 Juli 2023</p>	<p>https://www.instagram.com/p/CumKyvyRG3m/?igsh=OG5nNXZwMzN3cWRn</p>
<p>44</p>		<p>13 Juli 2023</p>	<p>https://www.instagram.com/reel/CuoszHkxow0/?igsh=MTNoZHcw2tmOWo5NQ==</p>
<p>45</p>		<p>14 Juli 2023</p>	<p>https://www.instagram.com/p/CurTVsJRbhx/?igsh=MTIwdWZ5ajE1Zm4xZg==</p>




46	 <p>azarime®</p> <p>KULIT Berjerawat</p> <p>KULIT Kusam</p> <p>Mana Permasalahan</p> <p>KULIT KAMU?</p>	16 Juli 2023	https://www.instagram.com/p/CuwfcWtRa7D/?igsh=NWZwdXB4YThhcHY5
47	 <p>azarime®</p> <p>FUN & FLAWLESS LOOKS</p> <p>Just Like Seulgi!</p> <p>Oh! So Fine Liner</p> <p>SEULGI'S FAVORITE</p>	19 Juli 2023	https://www.instagram.com/p/Cu4Ku2Exw-J/?igsh=emR2eW10ZXg4YTZy




48		25 Juli 2023	https://www.instagram.com/p/CvHneiIPu1B/?igsh=MTJ0NTJ6bDU3bjBnaA==
49		31 Juli 2023	https://www.instagram.com/p/CvXDIF7PNgy/?igsh=MThpOWs2bWRrOGI5dg==

50		1 Agustus 2023	https://www.instagram.com/reel/CvZrT9vO9Ka/?igsh=MW12bWxyM3A4Mjdtcg==
51		3 Agustus 2023	https://www.instagram.com/p/CveDWxYxPyv/?igsh=enkxb2JlBjB1amJl
52		3 Agustus 2023	https://www.instagram.com/p/CvezuZzv10/?igsh=MXI1azRiZDZwaW10Nw==

53		4 Agustus 2023	https://www.instagram.com/p/CvhYkkjRWWL/?igsh=dHZndm1wZW_ZpdDdw
54		6 Agustus 2023	https://www.instagram.com/p/CvmgexAvz8t/?igsh=MTIzbnhsNDk0_aDZ0dQ==
55		8 Agustus 2023	https://www.instagram.com/p/CvrqEfuOVx2/?igsh=MWpnOGJydjAw_dWRzcQ==
56		8 Agustus 2023	https://www.instagram.com/reel/Cvq2vqGO02G/?igsh=MXhkdHVnO_DR5OGZobg==

57	 <p>azartne®</p> <p>NEW</p> <p>Make it pink!</p> <p>8 Hours hydrating pigment</p>	9 Agustus 2023	https://www.instagram.com/p/CvrqkA-uzhX/?igsh=ZDZ5cm1tN2tldHk3
58	 <p>azartne®</p> <p>06 Peach Froyo</p>	12 Agustus 2023	https://www.instagram.com/p/Cv16UIKvJpk/?igsh=MTNvZWV5MHBqZzVieQ==
59	 <p>azartne®</p> <p>TIPS MAKEUP EYELINER ALA KOREA? GET TO KNOW KOREAN EYELINER HACKS! with Irene</p>	14 Agustus 2023	https://www.instagram.com/p/Cv7J1UgRWX5/?igsh=MXBuY25hcGc2b3lpZw==

60	 <p>azarneo® EMBRACE ELEGANCE WITH JOY FAVORITE LIP TINT SHADE It's Joy Favorite Enriched with VIT & SHIMADZU EXTRA HYDRATING & MOISTURIZING FORMULA NON-COMEDOGENIC FORMULA</p> <p>spberry Muffin</p>	16 Agustus 2023	https://www.instagram.com/reel/CwATSf_MEcG/?igsh=MW9panBsZ_3E4MnN1dg==
61	 <p>azarneo® Melembabkan Light Gel Texture Your New Skincare Essential Hydramax-C Sunscreen Serum Dewy Glow Finish Soothing & Cooling Effect WINNER BEAUTY AWARDS 2023 BEST SUNSCREEN</p>	19 Agustus 2023	https://www.instagram.com/p/CwH8dz2RDqy/?igsh=djM5eWQ1czk1_aTZz
62	 <p>azarinecosmeticoofficial and prillylatuconsina96</p>	26 Agustus 2023	https://www.instagram.com/p/CwaJiCCJ4fd/?igsh=dWlhMWwwaXVp_d3Vt

63		26 Agustus 2023	https://www.instagram.com/p/CwZ-paJRt2K/?igsh=dGhsbmlbWF4YzJx
64		28 Agustus 2023	https://www.instagram.com/p/CwfF3iFvXiY/?igsh=MXR1NzhyMzIyb2J1bw==
65		30 Agustus 2023	https://www.instagram.com/p/CwkS4_ThGxA/?igsh=MTJqNG1xZ210M3hrMw==

66		2 Septemb er 2023	https://www.instagram.com/p/Cwr95KSR1Ok/?igsh=enduNW9tdHo4aDM1
67		4 Septemb er 2023	https://www.instagram.com/p/CwdRINRLnP/?igsh=YWY3YngwZHZi dDB3
68		4 Septemb er 2023	https://www.instagram.com/p/CwyY3uOujG/?igsh=MXRoa3AwNDc zM2Zt

69	 <p>azarine® #InstantMoist Guarantee! Smooth Sorbet Moisturizer For Aging Skin ADVANCED YOUTH BARRIER MOISTURIZER Age Delay & Firming DAY/NIGHT RETINAL Effect</p>	4 Septemb er 2023	https://www.instagram.com/p/CwxI3qaRnFZ/?igsh=MTN2Znk4bjZqaTFpOA==
70	 <p>azarine® DELIGHTFUL LAUNCH NOW! Lee Minho Brand Ambassador The Secret Of Glowing Skin Barrier Moisturizer Series x Lee Minho BUY 1 GET 20% OFF BUY 2 GET 35% OFF GET LEE MINHO'S FREE GIFT Chokka Cream Purusha Scented Toner Purusha Scented Lotion AVAILABLE AT Shopee Lazada TikTok</p>	5 Septemb er 2023	https://www.instagram.com/p/CwzDZG9Rj41/?igsh=ajA4c2IybXJraXI0
71	 <p>azarine® x LEE MINHO 1/2</p>	6 Septemb er 2023	https://www.instagram.com/p/Cw2RhRDxOx0/?igsh=dmY5cjQ0cnFyZTY5

72	 <p>azarine® AZARINE BARRIER MOISTURIZER SOLD 10.000++ PCS In Less Than 24 Hours!</p> <p>Lee Minho Brand Ambassador</p> <p>We are grateful for all Minoz & Zestie's incredible enthusiasm and support! Cheers for the everlast glowing skin with Azarine!</p>	7 Septemb er 2023	https://www.instagram.com/p/Cw4jBOsOMRC/?igsh=djIxMXB2ZGRt_b2hs
73	 <p>azarine® De2LIGHTFUL</p> <p>LEE MINHO Azarine's Legend Ambassador</p>	16 Septemb er 2023	https://www.instagram.com/reel/CxQBAvNBhBY/?igsh=MXhtZW00c_m1lczY3eQ==
74		26 Septemb er 2023	https://www.instagram.com/reel/CxpwW2OvjQQ/?igsh=ZHdkcGM3_cWh0aHBp

75	 <p data-bbox="389 667 580 701">redvelvet.smtown</p>	26 Septemb er 2023	https://www.instagram.com/p/CxpqHQTRMZD/?igsh=OHZIZXE3aGJuaW51
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Lampiran 5. Formulir Pembimbingan Skripsi/TA

	FORMULIR PEMBIMBINGAN SKRIPSI/TA	SPT-I/03/SOP-28/F-03
		No. Rekam

Nama Mahasiswa : Berliana Siti Zahra
 Prodi/NIM : Ilmu Komunikasi / 2020041039
 Judul Skripsi/TA yang diajukan : Pengemasan Pesan Konten Instagram @azarinecosmeticoofficial Antara Brand Ambassador Lokal dan Brand Ambassador Internasional (Analisis Isi Kualitatif Konten Brand Ambassador Lokal dan Internasional Periode Februari 2023 – September 2023)

No	Tanggal	Materi Pembimbingan	Paraf Mhs	Paraf Dosen Pembimbing
1	12 Februari 2024	Penentuan Judul Skripsi		
2	28 Februari 2024	BAB I dan BAB II		
3	17 Maret 2024	Revisi dan BAB III		
4	20 Maret 2024	Finalisasi Proposal		
5	6 April 2024	Revisi BAB I – BAB III (Hasil Sidang Proposal)		
6	22 April 2024	Pembahasan Topik untuk BAB IV dan BAB V		
7	3 Juni 2024	BAB IV		
8	8 Juni 2024	BAB V dan Finalisasi		

 (Berliana Siti Zahra) Mahasiswa	 (Fasya Syifa Mutma, S.I.Kom., M.I.Kom) Dosen Pembimbing
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Lampiran 6. Formulir Pengajuan Sidang Skripsi/TA

	FORMULIR PENGAJUAN SIDANG SKRIPSI/TA	SPT-I/04/SOP-06/F-01
		No. Rekam

Nama Mahasiswa : Berliana Siti Zahra
 Prodi/NIM : Ilmu Komunikasi / 2020041039
 Judul Skripsi/TA : Pengemasan Pesan Konten Instagram @azarinecosmeticoofficial Antara Brand
 Ambassador Lokal dan Brand Ambassador Internasional (Analisis Isi Kualitatif Konten Brand
 Ambassador Lokal dan Internasional Periode Februari 2023 – September 2023)

Dosen Pembimbing : Fasya Syifa Mutma, S.I.Kom., M.I.Kom.
 : _____
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Dosen Penguji : 1. _____ JAD : _____
 : 2. _____ JAD : _____
 : 3. _____ JAD : _____

Jadwal Sidang : Tempat : _____ Hari/Tanggal: _____

Telah memenuhi syarat Sidang Skripsi/TA: (mohon beri tanda V untuk syarat yang relevan)

No	Syarat	Ya	Tidak
1	IPK minimal 2.00		
2	Tidak ada nilai D untuk mata kuliah mayor/inti Prodi		
3	MK Skripsi/TA tercantum di BRS semester berjalan		
4	Lulus minimal 1 mata kuliah KOTA untuk tiap rumpun		
5	SPT-I/03/SOP-28/F-03 Formulir Pembimbingan Skripsi (minimal 8 x)		
6	Poin JSDP (minimal 75% persen dari syarat kelulusan)		
7	Mengumpulkan dokumen Skripsi/TA (sesuai ketentuan Prodi)		


Tangerang Selatan,

Mengajukan	Mengetahui	Memeriksa	Menyetujui
			
(Berliana Siti Zahra) Mahasiswa	(Fasya Syifa Mutma, S.I.Kom., M.I.Kom) Dosen Pembimbing	(Dr. Sri Wijayanti, S.Sos., M.Si.) Koordinator Skripsi/TA	(Naurissa Biasini, S.Si., M.I.Kom) Kaprosdi

Lampiran 7. Sertifikat Latihan Dasar Kepemimpinan



Lampiran 8. Hasil Lolos Plagiarsm



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BAB I PENDAHULUAN 1.1. Latar Belakang Masalah Azarine merek lokal Indonesia berasal dari PT.

6 Wahana Kosmetika Indonesia, dan telah berkecimpung dalam industri kecantikan untuk spa dan kosmetik sejak tahun 2002. Azarine menyajikan beragam produk kecantikan, termasuk pembersih, toner, serum, pelembap, tabir surya, dan produk make up lainnya. Dalam berbagai produk yang ditawarkan oleh Azarine, tabir surya, yang sering disebut sebagai sunscreen, menjadi salah satu produk yang sangat diminati. Sunscreen Azarine telah menjadi salah satu brand sunscreen yang populer, terutama karena mayoritas mahasiswa pernah membeli produk tabir surya Azarine. Beberapa faktor memengaruhi pertimbangan konsumen dalam memilih produk sunscreen ini karena harganya yang terjangkau. Pada tahun 2021 sampai dengan 2022 akun media sosial Instagram @azarinecosmeticofficial mengalami kenaikan karena produknya berhasil mengalami kenaikan tumbuh sebesar 600% sehingga berhasil bekerja sama dengan Brand Ambassador Lokal yaitu Syifa Hadju, dan Prilly Latuconsina. Selang waktu berjalan, Azarine juga berhasil menggeparkan media sosial Instagram karena menggandeng Brand Ambassador Internasional dari Korea pertama yaitu Lee Min Ho. Saat inilah Instagram Azarine Cosmetic menuai perhatian dari publik. Akun Instagram @azarinecosmeticofficial kerap kali membagikan informasi seputar produk dan kecantikan, unggahan campaign yang akan datang, reveal produk baru, reveal produk kolaborasi bersama beauty influencer, dan menyampaikan

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