

Daftar Tabel

| | |
|-----------------------------------------------------|----|
| Tabel 2.1 Penelitian Terdahulu..... | 7 |
| Tabel 2.2 Kerangka Pemikiran..... | 29 |
| Tabel 3.1 Tabel Narasumber..... | 32 |
| Tabel 4.1 <i>Coding</i> Wawancara GEMINDO..... | 44 |
| Tabel 4.2 <i>Coding</i> Wawancara GEMINDO..... | 45 |
| Tabel 4.3 <i>Coding</i> Wawancara GEMINDO..... | 46 |
| Tabel 4.4 <i>Coding</i> Wawancara GEMINDO..... | 48 |
| Tabel 4.5 <i>Coding</i> Wawancara GEMINDO..... | 49 |
| Tabel 4.6 <i>Coding</i> Wawancara GEMINDO..... | 49 |
| Tabel 4.7 <i>Coding</i> Wawancara GEMINDO..... | 50 |
| Tabel 4.8 <i>Coding</i> Wawancara GEMINDO..... | 51 |
| Tabel 4.9 <i>Coding</i> Wawancara GEMINDO..... | 52 |
| Tabel 4.10 <i>Coding</i> Wawancara GEMINDO..... | 54 |
| Tabel 4.11 <i>Coding</i> Wawancara GEMINDO..... | 56 |
| Tabel 4.12 <i>Coding</i> Wawancara GEMINDO..... | 57 |
| Tabel 4.13 <i>Coding</i> Wawancara GEMINDO..... | 58 |
| Tabel 4.14 <i>Coding</i> Wawancara GEMINDO..... | 59 |
| Tabel 4.15 <i>Coding</i> Wawancara GEMINDO..... | 60 |
| Tabel 4.16 <i>Coding</i> Wawancara GEMINDO..... | 61 |
| Tabel 4.17 <i>Coding</i> Wawancara GEMINDO..... | 63 |
| Tabel 4.18 <i>Coding</i> Wawancara GEMINDO..... | 64 |
| Tabel 4.19 <i>Coding</i> Wawancara GEMINDO..... | 65 |
| Tabel 4.20 <i>Coding</i> Wawancara GEMINDO..... | 68 |
| Tabel 4.21 Kategori dan Membentuk Pola GEMINDO..... | 69 |
| Tabel 4.22 Proses Pemasaran Sebelum Pandemi..... | 81 |
| Tabel 4.23 Proses Pemasaran Setelah Pandemi..... | 82 |