

DAFTAR TABEL

Tabel 1. 1 Demografi, Geografis, dan Psikologis	5
Tabel 1. 2 Minat Responden terhadap minuman sehat dari ubi	6
Tabel 2. 1 Method Gogumte	14
Tabel 2. 2 Method Milkibi	16
Tabel 2. 3 Business Process Flow	20
Tabel 3. 1 Kompetitor	28
Tabel 3. 2 Benchmark	36
Tabel 3. 3 Comparison Table	38
Table 4. 1 Job Description	44
Table 4. 2 BTL Marketing Strategy	48
Table 4. 3 Marketing Plan	49

