

## TABLE OF CONTENTS

<b>LEMBAR PENGESAHAN</b> .....	i
<b>PERNYATAAN BEBAS PLAGIASI</b> .....	ii
<b>ACKNOWLEDGMENT</b> .....	iii
<b>INTISARI</b> .....	iv
<b>ABSTRACT</b> .....	v
<b>TABLE OF CONTENT</b> .....	vi
<b>LIST OF PICTURES</b> .....	viii
<b>LIST OF DIAGRAMS</b> .....	ix
<b>CHAPTER I. INTRODUCTION</b> .....	1
1.1. Background of Study.....	1
1.2. Objectives of the Study .....	2
1.3. Scope of Study .....	2
1.4. Methods of Study .....	3
1.4.1. Methods of Collecting the Data .....	3
1.4.2. Method of Analyzing the Data.....	3
1.4.3. Method of Presenting the Data .....	3
1.5. Presentation .....	3
<b>CHAPTER II. THE PROFILE OF FROYO STORY</b> .....	5
2.1. Profile of Froyo Story .....	5
2.2. Facilities in Froyo Story .....	6
2.3. Services of Froyo Story.....	7
2.3.1. Strategy and Planning .....	7
2.3.2. Content Creation .....	8
2.3.3. UI/UX Design .....	9
2.3.4. Digital Ads .....	9
2.4. The digital platform of Froyo Story .....	10



2.4.1.	Website .....	10
2.4.2.	Instagram.....	11
2.4.3.	YouTube .....	12
2.5.	Structure of Content Division .....	13
2.6.	Clients.....	14
<b>CHAPTER III.</b>	.....	<b>15</b>
<b>ANALYSIS OF FROYO STORY PROGRAM IN GAINING BRAND ASSOCIATION</b>		
3.1.	Social Media Marketing .....	15
3.1.1.	Instagram Marketing.....	15
3.2.	Brand Association Guidelines in Pucelle .....	17
3.3.	Analysis of Brand Association on Pucelle Instagram .....	19
3.3.1.	Favorability .....	19
3.3.2.	Uniqueness .....	21
3.3.3.	Strength.....	25
3.4.	The Challenge in Gaining Brand Association.....	29
<b>CHAPTER IV. CONCLUSION AND RECOMMENDATION</b>	.....	<b>29</b>
<b>BIBLIOGRAPHY</b>	.....	<b>34</b>
<b>APPENDICES</b>	.....	<b>36</b>
APPENDIX 1	.....	37
APPENDIX 2	.....	38
APPENDIX 3.	.....	39
APPENDIX 4	.....	40