

## DAFTAR GAMBAR

Gambar 1. 1 Survei mengenai <i>awareness</i> .....	3
Gambar 1. 2 Konten <i>feed Instagram</i> Heybrew Coffee .....	4
Gambar 1. 3 Konten <i>feed Instagram</i> Citra Gelato.....	5
Gambar 1. 4 Kerangka Penelitian .....	9
Gambar 2. 1 Kerangka Teori.....	23
Gambar 3. 1 Logo Heybrew Coffee.....	24
Gambar 3. 2 Lokasi Heybrew Coffee .....	25
Gambar 3. 4 Varian Menu.....	26
Gambar 3. 3 Daftar Menu .....	26
Gambar 3. 5 Manajer Heybrew Coffee .....	32
Gambar 3. 6 Konsumen Heybrew Coffee .....	33
Gambar 3. 7 Logo Pesaing .....	38
Gambar 3. 8 Instagram Keboen Djati Diri.....	39
Gambar 3. 9 Instagram Citra Gelato .....	40
Gambar 3. 10 Heybrew Coffee .....	43
Gambar 4. 1 Bagan perancangan pesan .....	47
Gambar 4. 2 <i>Moodboard</i> .....	52
Gambar 4. 3 Gaya Visual .....	53
Gambar 4. 4 Jenis <i>font</i> .....	54
Gambar 4. 5 Palet warna .....	54
Gambar 4. 6 Poster <i>attention</i> .....	55
Gambar 4. 7 Poster <i>interest</i> .....	56
Gambar 4. 8 Video <i>reels interest</i> .....	57
Gambar 4. 9 Konten <i>Instagram search</i> .....	58
Gambar 4. 10 <i>Action</i> .....	59
Gambar 4. 11 <i>Share</i> dan <i>merchandise</i> .....	59