

DAFTAR GAMBAR

Gambar 3.1 Logo Esther Seafood	17
Gambar 3.2 Profil Instagram Seafood	19
Gambar 3.3 Profil Facebook Esther Seafood	19
Gambar 3.4 Produk Fresh Seafood	20
Gambar 3.5 Profil Frozen Seafood	20
Gambar 3.6 Produk Ready to Cook	21
Gambar 3.7 Produk Ready to Eat	21
Gambar 3.8 Konten promosi sosial media	23
Gambar 3.9 Wawancara owner	25
Gambar 3.8 Konten Promosi sosial media	21-22
Gambar 3.9 Wawancara owner	24
Gambar 3.10 Logo Seafood by Aruna	28
Gambar 4.1 Moodboard	42
Gambar 4.2 Referensi Visual	43
Gambar 4.3 Konsep Warna	43
Gambar 4.4 Font	44
Gambar 4.5 Booth Esther Seafood	45
Gambar 4.6 Poster utama Esther Seafood	46
Gambar 4.7 Ambient media Esther Seafood	47
Gambar 4.8 Sosial media Esther Seafood	47
Gambar 4.9 X-banner Esther Seafood	48
Gambar 4.10 Flyer Esther Seafood	48
Gambar 4.11 Photo Strip and Grocery Bag Esther Seafood	45
Gambar 4.6 Poster utama Esther Seafood	46