

DAFTAR GAMBAR

Gambar 1. 1 Kerangka Penelitian.....	8
Gambar 2. 1 <i>Design Management Strategy Process</i>	10
Gambar 2. 2 <i>Colour Wheel</i>	13
Gambar 2. 3 Monokrom	14
Gambar 2. 4 <i>Analogous</i>	15
Gambar 2. 5 <i>Complementer</i>	15
Gambar 2. 6 <i>Triadic</i>	15
Gambar 2. 7 <i>Hermione Font Family</i>	15
Gambar 2. 8 <i>Typeface Classification</i>	16
Gambar 2. 9 <i>Old Style/Humanis</i>	16
Gambar 2. 10 <i>Transitional</i>	16
Gambar 2. 11 <i>Modern</i>	16
Gambar 2. 12 <i>Slab Serif</i>	17
Gambar 2. 13 <i>Sans Serif</i>	17
Gambar 2. 14 <i>Blackletter</i>	17
Gambar 2. 15 <i>Script</i>	18
Gambar 2. 16 <i>Display</i>	18
Gambar 2. 17 <i>Boston Public Illustration</i>	18
Gambar 2. 18 Ilustrasi Naturalis	19
Gambar 2. 19 Ilustrasi Dekoratif	19
Gambar 2. 20 Ilustrasi Kartun	20
Gambar 2. 21 Ilustrasi Karikatur	20
Gambar 2. 22 Ilustrasi Cergam.....	21
Gambar 2. 23 Ilustrasi Khayalan	21
Gambar 2. 24 Ilustrasi Buku Pelajaran	22
Gambar 2. 25 <i>Grid Cells</i>	22
Gambar 2. 26 <i>Single-Coloumn Grid/Manuscript</i>	23
Gambar 2. 27 <i>Multi-Coloumn Grid</i>	23
Gambar 2. 28 <i>Modular Grid</i>	24
Gambar 2. 29 <i>Landscape Photography</i>	24
Gambar 2. 30 <i>Portrait Photography</i>	25
Gambar 2. 31 <i>Architectural Photography</i>	25
Gambar 2. 32 <i>Food Photography</i>	26
Gambar 2. 33 <i>Street Photography</i>	26
Gambar 2. 34 Kerangka Teori	33
Gambar 3. 1 Logo Copen Media	35
Gambar 3. 2 Logo Kolase Kopi.....	39
Gambar 3. 3 Website Kolase Kopi	40
Gambar 3. 4 Instagram Kolase Kopi	40
Gambar 3. 5 Tiktok Kolase Kopi.....	41
Gambar 3. 6 Logo KeJogja.....	41
Gambar 3. 7 Instagram KeJogja	42
Gambar 3. 8 Tiktok KeJogja.....	42
Gambar 3. 9 Youtube KeJogja	43

Gambar 3. 10 Majalah Copen Media	43
Gambar 3. 11 Instagram Copen Media.....	44
Gambar 3. 12 Youtube Copen Media.....	44
Gambar 3. 13 Website Copen Media	45
Gambar 3. 14 Wawancara Mitra	45
Gambar 3. 15 Wawancara Ahli	48
Gambar 3. 16 Wawancara Konsumen	50
Gambar 3. 17 Wawancara Konsumen Primer	53
Gambar 3. 18 Grafik Jenis Kelamin	56
Gambar 3. 19 Grafik Usia	56
Gambar 3. 20 Grafik Pekerjaan	57
Gambar 3. 21 Grafik Minat Berkunjung ke <i>Coffee Shop</i>	57
Gambar 3. 22 Grafik Frekuensi Berkunjung	58
Gambar 3. 23 Grafik Tujuan Berkunjung.....	58
Gambar 3. 24 Grafik Durasi Berkunjung	59
Gambar 3. 25 Grafik Perasaan Bingung.....	59
Gambar 3. 26 Grafik Hal yang Dilakukan Ketika Bingung Memilih <i>Coffee Shop</i>	60
Gambar 3. 27 Grafik Mencari Referensi <i>Coffee Shop</i>	60
Gambar 3. 28 Grafik Mengikuti Akun Referensi <i>Coffee Shop</i>	61
Gambar 3. 29 Grafik Informasi yang Dibutuhkan.....	61
Gambar 3. 30 Grafik Alasan Mengikuti Akun Tersebut	62
Gambar 3. 31 Grafik Perasaan Terbantu	62
Gambar 3. 32 Grafik <i>Awareness</i> Responden Terhadap Copen Media	63
Gambar 3. 33 Media Sumber Informasi Responden Terhadap Copen Media.....	63
Gambar 3. 34 Ketertarikan Mengikuti Akun Copen Media	64
Gambar 3. 35 Kekurangan Copen Media	64
Gambar 3. 36 Analisis Kompetitif.....	74
Gambar 3. 37 <i>Product Life Cycle</i>	78
Gambar 3. 38 Konten USP Website	80
Gambar 4. 1 <i>Moodboard</i>	85
Gambar 4. 2 Presentasi <i>Moodboard</i>	85
Gambar 4. 3 Pembuatan Sketsa	86
Gambar 4. 4 Digitalisasi Sketsa.....	86
Gambar 4. 5 Buah Kopi.....	87
Gambar 4. 6 <i>Font Space Grotesk</i>	89
Gambar 4. 7 <i>Font TT Hoves Pro</i>	90
Gambar 4. 8 <i>Modular Grid</i>	90
Gambar 4. 9 <i>Architectural Photography</i>	91
Gambar 4. 10 <i>Food Photography</i>	91
Gambar 4. 11 Logo.....	96
Gambar 4. 12 <i>Colour Palette</i>	97
Gambar 4. 13 <i>Typography</i>	97
Gambar 4. 14 <i>Supergraphic</i>	98
Gambar 4. 15 <i>Layouting</i>	99
Gambar 4. 16 <i>Gradient</i>	99
Gambar 4. 17 <i>Landing Page</i> Website Copen Media	100

Gambar 4. 18 <i>Thumbnail Youtube I</i>	101
Gambar 4. 19 <i>Thumbnail Youtube II</i>	101
Gambar 4. 20 <i>Feed Cover Instagram</i>	102
Gambar 4. 21 <i>Instagram Carousel (Slide 2)</i>	102
Gambar 4. 22 <i>Instagram Reel & Story</i>	102
Gambar 4. 23 <i>Cover Depan</i>	103
Gambar 4. 24 <i>Sponsorship</i>	103
Gambar 4. 25 <i>Introduction</i>	104
Gambar 4. 26 <i>Daftar Isi</i>	104
Gambar 4. 27 <i>Coffeestory</i>	105
Gambar 4. 28 <i>Coffeesharing</i>	105
Gambar 4. 29 <i>Coffeeprofile</i>	106
Gambar 4. 30 <i>Metropole I</i>	106
Gambar 4. 31 <i>Metropole II</i>	107
Gambar 4. 32 <i>Casario I</i>	107
Gambar 4. 33 <i>Casario II</i>	108
Gambar 4. 34 <i>Pixel I</i>	108
Gambar 4. 35 <i>Pixel II</i>	109
Gambar 4. 36 <i>Coffeecorner</i>	109
Gambar 4. 37 <i>Coffeetainment</i>	110
Gambar 4. 38 <i>Coffeepedia</i>	110
Gambar 4. 39 <i>Essential Place</i>	111
Gambar 4. 40 <i>Cover Belakang</i>	111
Gambar 4. 41 <i>Stationary</i>	112
Gambar 4. 42 <i>ID Card & Lanyard</i>	112
Gambar 4. 43 <i>Tentang Kami</i>	113
Gambar 4. 44 <i>Saluran Media</i>	113
Gambar 4. 45 <i>Instagram Insight</i>	114
Gambar 4. 46 <i>Workflow & Client</i>	114
Gambar 4. 47 <i>Rate Card I</i>	115
Gambar 4. 48 <i>Rate Card II</i>	115
Gambar 4. 49 <i>Additional Item</i>	116
Gambar 4. 50 <i>Benefit & Contact</i>	116
Gambar 4. 51 <i>Green Tumbler</i>	117
Gambar 4. 52 <i>Orange Tumbler</i>	117
Gambar 5. 1 <i>Rancangan Kerangka Penelitian</i>	123
Gambar 5. 2 <i>Pertanyaan Wawancara</i>	123
Gambar 5. 3 <i>Pertanyaan Kuesioner</i>	124
Gambar 5. 4 <i>Diskusi Online Bersama Mitra</i>	124
Gambar 5. 5 <i>Pembuatan Identitas Visual</i>	125
Gambar 5. 6 <i>Pembuatan GSM</i>	125
Gambar 5. 7 <i>Pembuatan Majalah</i>	125