

DAFTAR GAMBAR

Gambar 1.1 Kerangka Penelitian	8
Gambar 2.1 Keseimbangan	18
Gambar 2.2 Proporsi	18
Gambar 2.3 Urutan.....	19
Gambar 2.4 Unity.....	19
Gambar 2.5 Kontras	19
Gambar 2.6 Roman/Serif	20
Gambar 2.7 Sans Serif.....	21
Gambar 2.8 Slab Serif	21
Gambar 2.9 Decorative	21
Gambar 3.1 Profil Perusahaan	27
Gambar 3.2 Pos Satpam	28
Gambar 3.3 Minuman Dreezel Coffee	30
Gambar 3.4 Makanan Dreezel Coffee.....	31
Gambar 3.5 <i>Place</i> Dreezel Coffee	31
Gambar 3.6 Instagram Dreezel Coffee.....	32
Gambar 3.7 Website Dreezel Coffee	32
Gambar 3.8 <i>E-commerce</i> Dreezel Coffee.....	32
Gambar 3.9 Logo Beda Ceritta Coffee	33
Gambar 3.10 Suasana Beda Cerita Coffee	33
Gambar 3.11 Minuman Beda Cerita Coffee.....	34
Gambar 3.12 Makanan Beda Cerita Coffee	35
Gambar 3.13 <i>Place</i> Beda Cerita Coffee	35
Gambar 3.14 Instagram Beda Cerita Coffee	36

Gambar 3.15 <i>E-commerce</i> Beda Cerita Coffee	36
Gambar 3.16 Logo Blue Doors Bandung.....	37
Gambar 3.17 Minuman Blue Doors Bandung.....	38
Gambar 3.18 <i>Place</i> Beda Cerita Coffee	39
Gambar 3.19 Instagram Blue Doors.....	39
Gambar 3.20 <i>E-commerce</i> Blue Doors Bandung	39
Gambar 3.21 Dokumentasi Observasi	40
Gambar 3.22 Dokumentasi Wawancara	44
Gambar 3.23 Dokumentasi Wawancara	44
Gambar 4.1 Bagan <i>What to Say</i>	50
Gambar 4.2 Gaya Visual	55
Gambar 4.3 Font Monument	56
Gambar 4.4 Font Roboto.....	56
Gambar 4.5 Warna.....	57
Gambar 4.6 Layout.....	58
Gambar 4.7 Fotografi	58
Gambar 4.8 Moadboard	59
Gambar 4.9 <i>Attention</i> Dreezel Coffee	60
Gambar 4.10 <i>Attention</i> About Collaboration	60
Gambar 4.11 <i>Attention</i> Teaser Video	61
Gambar 4.12 <i>Interest</i> Feed Instagram Edukasi	62
Gambar 4.13 <i>Intesrest</i> Feed Instagram Event	63
Gambar 4.14 Poster	64
Gambar 4.15 Website	64
Gambar 4.16 Akun Instagram	65

Gambar 4.17 X-Banner	66
Gambar 4.17 Booth Event	66
Gambar 4.19 Merchandise	67
Gambar 4.20 Feed Instagram <i>In Phone</i>	68
Gambar 4.21 Booth Event Full	69
Gambar 4.22 Booth Minuman.....	79