

## DAFTAR GAMBAR

|   |    |
|---|----|
| <b>Gambar I.1</b> Kerangka Berpikir .....                                   | 13 |
| <b>Gambar II.1</b> <i>Tourism Destination Brand Development</i> .....       | 19 |
| <b>Gambar II.2</b> Referensi Fotografi dan Ilustrasi .....                  | 28 |
| <b>Gambar II.3</b> Referensi Warna .....                                    | 29 |
| <b>Gambar II.4</b> Tipografi pada Poster Iklan .....                        | 31 |
| <b>Gambar II.5</b> Kerangka Teori .....                                     | 37 |
| <b>Gambar III.1</b> Struktur Organisasi Pemerintah Desa Tarumajaya .....    | 39 |
| <b>Gambar III.2</b> Logo Desa Wisata Tarumajaya .....                       | 39 |
| <b>Gambar III.3</b> Instagram Desa Wisata Tarumajaya.....                   | 41 |
| <b>Gambar III.4</b> <i>Event</i> Promosi Desa Wisata Tarumajaya .....       | 41 |
| <b>Gambar III.5</b> Media Sosial KIM Cerdas Tarumajaya.....                 | 42 |
| <b>Gambar III.6</b> <i>Brand Visualization</i> Medsos Desa Tarumajaya ..... | 43 |
| <b>Gambar III.7</b> Logo Desa Wisata Kendan .....                           | 44 |
| <b>Gambar III.8</b> Media Promosi Desa Wisata Kendan .....                  | 44 |
| <b>Gambar III.9</b> Konten Instagram Desa Wisata Kendan .....               | 45 |
| <b>Gambar III.10</b> Logo Desa Wisata Baros .....                           | 46 |
| <b>Gambar III.11</b> Media Promosi Desa Wisata Baros.....                   | 47 |
| <b>Gambar III.12</b> Konten Instagram Desa Wisata Baros .....               | 48 |
| <b>Gambar III.13</b> Logo Traveloka.....                                    | 48 |
| <b>Gambar III.14</b> Muhammad Fathan .....                                  | 51 |
| <b>Gambar III.15</b> Muhammad Aqsal.....                                    | 53 |
| <b>Gambar III.16</b> Suhu Desa Tarumajaya .....                             | 56 |
| <b>Gambar III.17</b> Peta Desa Tarumajaya.....                              | 56 |

|  |    |
|--|----|
| <b>Gambar III.18</b> Keadaan Geografis Ds. Tarumajaya .....                    | 56 |
| <b>Gambar III.19</b> Komplek Karyawan Pabrik Teh Kertasarie .....              | 56 |
| <b>Gambar III.20</b> Pabrik Teh Kertasarie .....                               | 56 |
| <b>Gambar III.21</b> Lokasi Situ Cisanti .....                                 | 57 |
| <b>Gambar III.22</b> Banner menuju TAWIDES .....                               | 57 |
| <b>Gambar III.23</b> Perkebunan Teh .....                                      | 58 |
| <b>Gambar III.24</b> Hutan Pinus Pakawa .....                                  | 58 |
| <b>Gambar III.25</b> Situ Cisanti Kilometer 0 Citarum .....                    | 58 |
| <b>Gambar III.26</b> Mata Air Cikahuripan dan Citarum .....                    | 60 |
| <b>Gambar III.27</b> Mata Air Cihaniwung, Cikawudukan, Cisadane .....          | 61 |
| <b>Gambar III.28</b> Petilasan Dipatiukur dan Mata Air Cikoloberes .....       | 61 |
| <b>Gambar III.29</b> Perbatasan Kampung Lodaya .....                           | 62 |
| <b>Gambar III.30</b> Bangunan Rumah Pertama .....                              | 63 |
| <b>Gambar III.31</b> Bangunan TK Tunas Karya Lodaya .....                      | 64 |
| <b>Gambar III.32</b> Bangunan Rumah Ketiga .....                               | 64 |
| <b>Gambar III.33</b> Dokumentasi setelah wawancara bersama Pak Entep .....     | 65 |
| <b>Gambar III.34</b> Wawancara bersama Pak Galih .....                         | 67 |
| <b>Gambar III.35</b> <i>Cultural Mapping</i> Sumber Daya Alam dan Buatan ..... | 75 |
| <b>Gambar III.36</b> <i>Cultural Mapping</i> Sumber Daya Budaya .....          | 76 |
| <b>Gambar III.37</b> <i>Cultural Mapping</i> SDM .....                         | 77 |
| <b>Gambar IV.1</b> Strategi Pesan .....  | 84 |
| <b>Gambar IV.2</b> Timeline Media .....  | 88 |
| <b>Gambar IV.3</b> Estimasi <i>Budget</i> .....                                | 89 |
| <b>Gambar IV.4</b> <i>Moodboard</i> .....                                      | 89 |
| <b>Gambar IV.5</b> <i>Typeface</i> .....                                       | 90 |

|  |    |
|--|----|
| <b>Gambar IV.6</b> Palet Warna.....                                      | 91 |
| <b>Gambar IV.7</b> Referensi Iklan .....                                 | 91 |
| <b>Gambar IV.8</b> <i>Interactive Digital Floor</i> di BIP Bandung ..... | 92 |
| <b>Gambar IV.9</b> Mural di Asia Afrika.....                             | 93 |
| <b>Gambar IV.10</b> Teman Bus <i>Ads</i> .....                           | 93 |
| <b>Gambar IV.11</b> Poster <i>Event Support</i> .....                    | 94 |
| <b>Gambar IV.12</b> Stiker <i>Branding</i> Teman Bus .....               | 94 |
| <b>Gambar IV.13</b> Poster & <i>Flyer</i> .....                          | 95 |
| <b>Gambar IV.14</b> Poster Pendukung.....                                | 96 |
| <b>Gambar IV.15</b> Konten Instagram <i>Feed &amp; Story</i> .....       | 96 |
| <b>Gambar IV.17</b> <i>3D Booth</i> Pameran .....                        | 97 |
| <b>Gambar IV.16</b> <i>Template Add Yours &amp; Live Report</i> .....    | 98 |
| <b>Gambar IV.18</b> <i>Merchandise</i> .....                             | 99 |