

## Daftar Gambar

Gambar 2. 1 Warna.....	18
Gambar 2. 2 Font Serif.....	19
Gambar 2. 3 Font Sans Serif .....	20
Gambar 2. 4 Font Script .....	20
Gambar 2. 5 Kerangka Tabel.....	21
Gambar 3. 1 Logo Perum Perhutani.....	22
Gambar 3. 2 Logo Fujifilm .....	23
Gambar 3. 3 Destinasi Wisata Taman Kopi Guntang.....	24
Gambar 3. 4 Coffee Shop.....	25
Gambar 3. 5 Camping Ground .....	26
Gambar 3. 6 Villa .....	27
Gambar 3. 7 Glamping .....	28
Gambar 3. 8 Amphitheater .....	28
Gambar 3. 9 Parkir .....	29
Gambar 3. 10 Toilet.....	30
Gambar 3. 11 Stopkontak.....	30
Gambar 3. 12 Akun Instagram Taman Kopi Guntang.....	31
Gambar 3. 13 Akun Tiktok Taman Kopi Guntang .....	32
Gambar 3. 14 Berti Rimayanti .....	33
Gambar 3. 15 Wawancara .....	35
Gambar 3. 16 Observasi.....	36
Gambar 4. 1 Strategi pesan .....	48
Gambar 4. 2 Aset visual .....	53
Gambar 4. 3 Referansi Visual .....	54
Gambar 4. 4 Font .....	55
Gambar 4. 5 Warna.....	55
Gambar 4. 6 Sketsa billboard .....	56
Gambar 4. 7 Digital billboard .....	57
Gambar 4. 8 Mockup billboard.....	57
Gambar 4. 9 Poster (gojek) .....	58
Gambar 4. 10 Ambient Media.....	59
Gambar 4. 11 video reels.....	59
Gambar 4. 12 Sketsa Poster Challenge .....	60
Gambar 4. 13 poster challenge.....	61
Gambar 4. 14 Mockup instagram ads .....	62
Gambar 4. 15 Sketsa Feeds Instagram .....	63
Gambar 4. 16 Photobooth .....	64
Gambar 4. 17 Feeds Villa.....	65
Gambar 4. 18 Maps Taman Kopi Guntang .....	65
Gambar 4. 19 Feeds Coffee shop .....	66

Gambar 4. 20 Feeds Guntang Photobooth challenge .....	66
Gambar 4. 21 Feeds Glamping .....	67
Gambar 4. 22 Feeds Merchandise .....	67
Gambar 4. 23 Feeds Camping Ground .....	68
Gambar 4. 24 Feeds Visit Us .....	68
Gambar 4. 25 Mouckup Instagram .....	69
Gambar 4. 26 Website .....	70
Gambar 4. 27 Header Website .....	71
Gambar 4. 28 Instalasi fotoboth .....	72
Gambar 4. 29 Voucher .....	72
Gambar 4. 30 X – banner .....	73
Gambar 4. 31 Umbul-umbul .....	74
Gambar 4. 32 Photostrip .....	75
Gambar 4. 33 Merchandise .....	76