

DAFTAR GAMBAR & TABEL

Gambar 1. 1 Kerangka Penelitian	6
Gambar 2. 1 <i>Homepage Instagram</i>	11
Gambar 2. 2 <i>Comment Instagram</i>	12
Gambar 2. 3 <i>Explore Instagram</i>	13
Gambar 2. 4 <i>Profil Instagram</i>	13
Gambar 2. 5 <i>Notification</i>	14
Gambar 2. 6 <i>Logo Brand Mills</i>	23
Gambar 2. 7 <i>Contoh Tipografi</i>	26
Gambar 2. 8 <i>Contoh Serif Old Style</i>	27
Gambar 2. 9 <i>Serif Transitional</i>	28
Gambar 2. 10 <i>Contoh Serif Modern</i>	28
Gambar 2. 11 <i>Contoh Sans Serif</i>	29
Gambar 2. 12 <i>Contoh Warna</i>	30
Gambar 2. 13 <i>Color Wheel</i>	31
Gambar 2. 14 <i>Contoh Ilustrasi</i>	33
Gambar 2. 15 <i>Contoh Layout</i>	36
Gambar 2. 16 <i>Contoh Grid</i>	38
Gambar 2. 17 <i>Kerangka Teori</i>	39
Gambar 3. 1 <i>Logo Barbercome</i>	41
Gambar 3. 2 <i>Struktur Perusahaan</i>	42
Gambar 3. 3 <i>Logo Minutes App</i>	44
Gambar 3. 4 <i>Instagram Minutes</i>	45
Gambar 3. 5 <i>Logo D'Kapster</i>	46
Gambar 3. 6 <i>Instagram D'Kapster</i>	46
Gambar 3. 7 <i>Logo Barberhub</i>	47
Gambar 3. 8 <i>Instagram Barberhub</i>	47
Gambar 3. 9 <i>Observasi Mitra</i>	48
Gambar 3. 10 <i>Narasumber Mitra</i>	52
Gambar 3. 11 <i>Narasumber Ahli</i>	53
Gambar 3. 12 <i>Narasumber Calon Konsumen</i>	54
Gambar 3. 13 <i>Narasumber Pemberi Proyek</i>	55
Gambar 3. 14 <i>Usia Responden</i>	56
Gambar 3. 15 <i>Pekerjaan Responden</i>	57
Gambar 3. 16 <i>Pentingnya Media Promosi untuk Startup Digital</i>	57
Gambar 3. 17 <i>Media Promosi Yang Sering Digunakan</i>	58

Gambar 3. 18 Media Cetak	58
Gambar 3. 19 Media Sosial.....	59
Gambar 3. 20 Media Promosi Digital	59
Gambar 3. 21 Media Promosi Cetak.....	60
Gambar 3. 22 Media Promosi Digital dan Cetak	61
Gambar 4. 1 <i>Mind Mapping Tagline</i>	68
Gambar 4. 2 <i>Tagline</i>	68
Gambar 4. 3 <i>Moodboard</i>	71
Gambar 4. 4 <i>Color Palette</i>	71
Gambar 4. 5 <i>Font Vesper Libre</i>	72
Gambar 4. 6 Foto	73
Gambar 4. 7 <i>Layout</i>	74
Gambar 4. 8 <i>Layout</i>	74
Gambar 4. 9 <i>Layout</i>	75
Gambar 4. 10 Filosofi	76
Gambar 4. 11 Supergrafis	76
Gambar 4. 12 AISAS	77
Gambar 4. 13 <i>Mockup 9 Grid Feeds Instagram</i>	78
Gambar 4. 14 <i>Mockup Feeds Instagram</i>	79
Gambar 4. 15 4 <i>Slide Feeds Instagram</i>	79
Gambar 4. 16 <i>Mockup Story</i>	80
Gambar 4. 17 <i>Story</i>	80
Gambar 4. 18 <i>Mockup Tiktok dan Reels</i>	81
Gambar 4. 19 <i>Template Tiktok & Reels</i>	81
Gambar 4. 20 <i>Flyer Mockup</i>	82
Gambar 4. 21 <i>Flyer</i>	82
Gambar 4. 22 <i>Banner</i>	83
Gambar 4. 23 <i>Mockup Banner</i>	83
Gambar 4. 24 <i>Mockup Brosur</i>	84
Gambar 4. 25 Brosur.....	85
Gambar 4. 26 <i>Mockup T-Shirt</i>	86
Gambar 4. 27 <i>Mockup Totebag</i>	86
Gambar 4. 28 <i>Mockup Tumbler</i>	87
Gambar 4. 29 <i>Mockup Tumbler</i>	87
Gambar 4. 30 Topi	88
Gambar 6. 1 Proses Perancangan.....	93
Gambar 6. 2 Sketsa Manual	93

Gambar 6. 3 Pembuatan Kuesioner	94
Table 3. 1 Matriks Perbandingan Pesaing.....	49
Table 3. 2 Matriks Perbandingan Promosi.....	51
Table 3. 3 Analisis Data Wawancara.....	65