

## DAFTAR GAMBAR

Gambar 1. 1 Bagan Kerangka Teori .....	7
Gambar 2. 1 Close Up (CU) .....	24
Gambar 2. 2 Medium Close Up .....	25
Gambar 2. 3 Medium Shoot (MS) .....	25
Gambar 2. 4 Tipografi.....	27
Gambar 2. 5 Warna.....	28
Gambar 2. 6 Warna Tersier.....	28
Gambar 2. 7 Unity.....	29
Gambar 2. 8 Keseimbangan .....	30
Gambar 2. 9 Irama .....	30
Gambar 2. 10 Proporsi .....	31
Gambar 2. 11 Bagan Kerangka Teori Penelitian .....	32
Gambar 3. 1 Struktur Organisasi Azzam Tea .....	34
Gambar 3. 2 Packaging Azzam Tea.....	35
Gambar 3. 3 Daun Teh Indo Green Matcha.....	39
Gambar 3. 4 Proses Pembuatan Indo Green Matcha.....	41
Gambar 3. 5 Hasil Kuisisioner Umur Responden.....	43
Gambar 3. 6 Hasil Kuisisioner Gender.....	43
Gambar 3. 7 Hasil Kuisisioner Pekerjaan.....	44
Gambar 3. 8 Hasil Kuisisioner Kota Tinggal .....	44
Gambar 3. 9 Hasil Kuisisioner Penikmat Macha.....	45
Gambar 3. 10 Hasil Kuisisioner Reason To Buy.....	45
Gambar 3. 11 Hasil Kuisisioner Media Informasi .....	46
Gambar 3. 12 Hasil Kuisisioner Karakteristik Konten Azzam Tea.....	46
Gambar 3. 13 Hasil Kuisisioner Daya Tarik Untuk Berinteraksi Dengan Merek .....	47
Gambar 3. 14 Hasil Kuisisioner Tampilan Azzam Tea .....	48
Gambar 3. 15 Direktur Azzam Tea.....	49
Gambar 3. 16 Penikmat Teh .....	50
Gambar 3. 17 Logo Dilltea .....	53
Gambar 3. 18 Kemasan Matcha Dillte Pureness.....	55
Gambar 3. 19 Pesan Komunikasi Dillte Pureness.....	57
Gambar 3. 20 Event Diltea Pureness .....	58

Gambar 3. 21 Instagram Dilltea Pureness.....	59
Gambar 3. 22 Tokopedia Dillte .....	59
Gambar 3. 23 Shopee Dilltea Pureness .....	60
Gambar 3. 24 Logo CY Beverages .....	61
Gambar 3. 25 kemasan Matcha CY Bevearges.....	62
Gambar 3. 26 Pesan Komunikasi CY Beverage .....	63
Gambar 3. 27 Instagram CY Beverages.....	64
Gambar 3. 28 Tokopedia CY Beverages .....	64
Gambar 4. 1 Gaya Visual 1.....	68
Gambar 4. 2 Gaya Visual 2.....	68
Gambar 4. 3 Warna .....	69
Gambar 4. 4 Font .....	69
Gambar 4. 5 Selling Statement .....	71
Gambar 4. 6 Baliho Indo Green Matcha Merek Azzam Tea .....	72
Gambar 4. 7 Instagram dan Facebook Indo Green Matcha Merek Azzam Tea.....	73
Gambar 4. 8 Youtube Indo Green Matcha Merek Azzam Tea .....	73
Gambar 4. 9 Tiktok Indo Green Matcha Merek Azzam Tea .....	73
Gambar 4. 10 Landing Page Indo Green Matcha Merek Azzam Tea.....	74
Gambar 4. 11 Instagram dan Facebook Indo Green Matcha Merek Azzam Tea.....	74
Gambar 4. 12 Marketplace Indo Green Matcha Merek Azzam Tea .....	75
Gambar 4. 13 Merchandise Indo Green Matcha Merek Azzam Tea .....	75
Gambar 4. 14 Logo Azzam Tea.....	80
Gambar 4. 15 Kemasan Indo Green Matcha Merek Azzam Tea .....	81
Gambar 4. 16 Storyboard Page 1 .....	83
Gambar 4. 17 Storyboard Page 2 .....	83
Gambar 4. 18 Storyline .....	84
Gambar 4. 19 Lirik Indo Green Matcha Merek Azzam Tea .....	85
Gambar 4. 20 Contoh Caption Indo Green Matcha Merek Azzam Tea.....	85
Gambar 4. 21 Baliho .....	86
Gambar 4. 22 Feed, Banner, Reels. Instagram dan Facebook .....	87
Gambar 4. 23 Story Instagram .....	88
Gambar 4. 24 Higlight Instagram .....	88
Gambar 4. 25 Tiktok .....	89
Gambar 4. 26 Iklan TVC .....	89

Gambar 4. 27 Landing Page.....	90
Gambar 4. 28 Shoope dan Tokopedia.....	91
Gambar 4. 29 Marchandise .....	92