

## DAFTAR GAMBAR

Gambar 3.1 Logo Kebun Bang Jani.....	22
Gambar 3.2 Pintu masuk Kebun Bang Jani .....	23
Gambar 3.3 Tampak depan Kebun Bang Jani.....	23
Gambar 3.4 Tampak Tengah Kebun Bang Jani .....	24
Gambar 3.5 Homestay .....	24
Gambar 3.6 Pertanian    Gambar 3.7 Greenhouse 1 .....	25
Gambar 3.8 Wisata Selfie .....	26
Gambar 3.9 Wisata Belanja Benih & Produk Hasil Pertanian.....	26
Gambar 3.10 UMKM Industri Olahan Makanan .....	27
Gambar 3.11 Logo Traveloka .....	27
Gambar 3.12 Instagram Kebun Bang Jani .....	29
Gambar 3.13 Youtube Kebun Bang Jani .....	30
Gambar 3.14 Website Kebun Bang Jani .....	30
Gambar 3.15 Costumer Journey.....	33
Gambar 3.16 Foto Observasi .....	36
Gambar 3.17 Foto Slamet .....	37
Gambar 3. 18 Taman Paseban .....	38
Gambar 3.19 Taman Budaya Sentra IKM .....	40
Gambar 4.1 Strategi Pesan (what to say).....	53
Gambar 4.2 Timeline .....	60
Gambar 4.3 Estimasi Budget .....	61
Gambar 4.4 Moodboard .....	62
Gambar 4.5 Logo Acara.....	63
Gambar 4.6 Banner Acara.....	64
Gambar 4.7 Poster Acara .....	64
Gambar 4.8 Pemasangan Poster Acara .....	65
Gambar 4.9 Reels dan Youtube Story.....	65
Gambar 4.10 Gambar Desain Sidewalk Sticker.....	66
Gambar 4.11 Sidewalk Sticker Area Taman Kota .....	67
Gambar 4.12 Instagram Feeds .....	67
Gambar 4.13 Instagram Story .....	68
Gambar 4.14 Youtube Story .....	68
Gambar 4.15 Desain Flyer .....	69
Gambar 4.16 Mockup Flyer .....	70
Gambar 4.17 Desain Ambient Media .....	70
Gambar 4.18 Implementasi Mockup Ambient Media.....	71
Gambar 4.19 Mockup Event Support.....	72
Gambar 4.20 Feeds 1 .....	73
Gambar 4.21 Feeds 2 .....	73
Gambar 4.22 Feeds 3 .....	74
Gambar 4.23 Feeds 4 .....	74
Gambar 4.24 Feeds 5 .....	75
Gambar 4.25 Instagram dan Youtube Story.....	76

Gambar 4.26 Denah Event Kebun Bang Jani.....	76
Gambar 4.27 Booth Traveloka dan Bazar.....	77
Gambar 4.28 Tampak Samping Denah Event Kebun Bang Jani .....	77
Gambar 4.29 Fitur Aplikasi Traveloka .....	78
Gambar 4.30 Mockup Traveloka .....	78
Gambar 4.31 Tampak Depan Gate Pintu Masuk .....	79
Gambar 4.32 Tampak Atas Gate Pintu Masuk .....	79
Gambar 4.33 Photo Booth.....	80
Gambar 4.34 Umbul-umbul .....	81
Gambar 4.35 Mockup Umbul-umbul.....	81
Gambar 4.36 X-Banner.....	82
Gambar 4.37 Mockup X-Banner.....	82
Gambar 4.38 Implementasi Filter Stori Instagram.....	83
Gambar 4.39 Mechandise .....	84