

DAFTAR GAMBAR

Gambar 1. 1Kerangka Penelitian.....	7
Gambar 2. 1Coves Typeface	23
Gambar 2. 2Kerangka Teori.....	25
Gambar 3. 1Logo Eduwork	26
Gambar 3. 2Consumer Journey	28
Gambar 3. 3Logo RevoU	32
Gambar 3. 4Logo MySkill	34
Gambar 4. 1What to Say	41
Gambar 4. 2Big Idea	42
Gambar 4. 3Referensi Gaya Visual.....	49
Gambar 4. 4Moodboard	50
Gambar 4. 5Coves Typeface.....	51
Gambar 4. 6Color Palette	51
Gambar 4. 7Attention Instagram Ads	52
Gambar 4. 8Out of Home Halte Bus.....	53
Gambar 4. 9 Out of Home Ojek Online	54
Gambar 4. 10Interest Instagram Ads	55
Gambar 4. 11Out of Home Istora Mandiri	56
Gambar 4. 12Feeds dan Story	57
Gambar 4. 13Laning Page.....	58
Gambar 4. 14Pameran Portofolio	59
Gambar 4. 15Roundtable	59
Gambar 4. 16Booth Job Fair	60
Gambar 4. 17Pamflet	60
Gambar 4. 18Banner	61
Gambar 4. 19Merchandise	63
Gambar 4. 20Promo.....	64