

## DAFTAR GAMBAR

Gambar 1. Piramida Brand Awareness .....	17
Gambar 2. Jenis Warna .....	33
Gambar 3. Color Wheel .....	34
Gambar 4. Color Wheel Warm Tone dan Cool Tone .....	36
Gambar 5. Logo Tropicana Slim.....	41
Gambar 6. Kemasan Tropicana Skim Cafe Latte.....	42
Gambar 7. Instagram Tropicana Slim .....	44
Gambar 8. Tiktok Tropicana Slim.....	44
Gambar 9. Facebook Tropicana Slim.....	45
Gambar 10. Twitter Tropicana Slim.....	46
Gambar 11. Youtube Tropicana Slim .....	46
Gambar 12. Website Tropicana Slim .....	47
Gambar 13. Foto Data Khalayak .....	47
Gambar 14. Dokumentasi Cofee Creation Competition 2020 .....	50
Gambar 15. Dokumentasi Finna Foodies Coooking Competition 2022.....	51
Gambar 16. Dokumentasi event Bright Gas Cooking Competition 2023 .....	52
Gambar 17. Dokumentasi Lomba Masak Indomaret 2022 .....	54
Gambar 18. Foto Narasumber Wawancara .....	56
Gambar 19. Foto Produk Coffeefitz.....	64
Gambar 20. Instagram Coffeefitz .....	64
Gambar 21. Tiktok Coffeefitz .....	65
Gambar 22. Website Coffeefitz.....	65
Gambar 23. Foto Produk Kapal Api Less Sugar.....	66
Gambar 24. Instagram Kapal Api .....	67
Gambar 25, Website Kapal Api.....	67
Gambar 26. Facebook Kapal Api.....	68
Gambar 27. Twitter Kapal Api.....	68
Gambar 28. Youtube Kapal Api .....	69
Gambar 29. Bagan What to Say.....	75
Gambar 30. Colour Palette.....	79

Gambar 31. Logo Event.....	82
Gambar 32. Floor Stiker Ads .....	83
Gambar 33. Billboard.....	83
Gambar 34. Instagram Ads .....	84
Gambar 35. Feed Instagram.....	84
Gambar 36. Poster.....	85
Gambar 37. Flyer .....	85
Gambar 38. Bus Stiker Ads.....	86
Gambar 39. Feed Instagram.....	86
Gambar 40. Website .....	87
Gambar 41. Denah Tribeca Park.....	87
Gambar 43. Model 3D Event.....	90
Gambar 44. X-Banner dan Banner Event .....	91
Gambar 45. Merchandise .....	92