

DAFTAR GAMBAR

Gambar 1. 1 Kerangka Penelitian	6
Gambar 2. 1 Prinsip Desain	9
Gambar 3. 1 Instagram Jifast	13
Gambar 3. 2 Feed Instagram Jifast	13
Gambar 3. 3 Data SWOT	19
Gambar 3. 4 Produksi durian di Indonesia Sumber: Databoks	23
Gambar 3. 5 Data Mengenai Pasar Makanan	23
Gambar 3. 6 Data Activity	24
Gambar 3. 7 Data AOI	25
Gambar 3. 8 Konten IG Durian Sultan	27
Gambar 3. 9 Konten IG Belah Doeren	28
Gambar 3. 10 Reference Konten Duri Durian	29
Gambar 3. 11 Konten IG Ucok Durian	30
Gambar 4. 1 Konsep Pesan Jifast	35
Gambar 4. 2 Poster Simetris Durian	39
Gambar 4. 3 Moodboard	40
Gambar 4. 4 Font Moodboard	41
Gambar 4. 5 Desain Feed Instagram Jifast	41
Gambar 4. 6 Desain Feed Instagram	42
Gambar 4. 7 Desain Feed Instagram	42
Gambar 4. 8 Desain Feed Instagram	43
Gambar 4. 9 Desain Feed Instagram	43
Gambar 4. 10 Desain Feed Instagram	44
Gambar 4. 11 E-Commerce Desain	44
Gambar 4. 12 Food Truck	45

Gambar 4. 13 Konten Memasak Durian	46
Gambar 4. 14 Kartu Ucapan	47
Gambar 4. 15 Kartu Ucapan	48
Gambar 4. 16 Kartu Ucapan	49
Gambar 4. 17 Kartu Ucapan	50
Gambar 4. 18 Kartu Ucapan	51
Gambar 4. 19 Totebag Design	52
Gambar 4. 20 Desain Mug	53
Gambar 4. 21 QR Code Instagram	53
Gambar 4. 22 Desain Box Jifast	53
Gambar 4. 23 Menu Food Truck	54
Gambar 4. 24 Juice Durian	54
Gambar 4. 25 Coffee Cup	55