

## DAFTAR GAMBAR

Gambar 1.1 Kerangka Penelitian.....	9
Gambar 2.1 Kerangka Teori.....	24
Gambar 3.1 Logo Suntory.....	25
Gambar 3.2 Logo Good Mood.....	26
Gambar 3.3 Foto Produk Good Mood.....	27
Gambar 3.4 Instagram Good Mood.....	29
Gambar 3.5 Feeds Instagram Good Mood.....	30
Gambar 3.6 Youtube dan Video Good Mood.....	30
Gambar 3.7 Youtube dan Video Good Mood.....	31
Gambar 3.8 Consumer 1.....	32
Gambar 3.9 Consumer 2.....	34
Gambar 3.10 Atlet lari.....	36
Gambar 3.11 Foto observasi Minimarket di Kota Bandung.....	37
Gambar 3.12 Foto Produk Pocari Sweat.....	42
Gambar 3.13 Foto Produk Mizone.....	43
Gambar 4.1 Tabel What To Say.....	50
Gambar 4.2 Referensi Visual.....	54
Gambar 4.3 Font sans serif.....	55
Gambar 4.4 Colour Code.....	55
Gambar 4.5 Mockup Poster.....	58
Gambar 4.6 Feeds Instagram.....	59
Gambar 4.7 Mockup Neon Box.....	59
Gambar 4.8 Mockup Billboard.....	60
Gambar 4.9 Mockup Shelf Talker.....	60
Gambar 4.10 Mockup Poster Instagram.....	62
Gambar 4.11 Reels Instagram.....	63
Gambar 4.12 Poster Instagram.....	64

Gambar 4.13 Stage Event.....	64
Gambar 4.14 Gate event.....	65
Gambar 4.15 Horizontal Banner.....	65
Gambar 4.16 X Banner.....	66
Gambar 4.17 Flag Banner.....	66
Gambar 4.18 Stand Booth Merchandise.....	67
Gambar 4.19 Photo Booth Display.....	67
Gambar 4.20 T-shirt Good Mood.....	68
Gambar 4.21 Totebag Good Mood.....	68
Gambar 4.22 Tiket dan Kupon.....	69
Gambar 4.23 Medali.....	69