

DAFTAR GAMBAR

Gambar 1. Millennial dan Gen-Z Pengguna Instagram di Indonesia: Millennial (kiri); Gen-Z (kanan)	7
Gambar 2. Feed Instagram Rhode Skincare	
Gambar 3. Aktris Serial TV "Game of Thrones" Emilia Clarke, Brand Ambassador Skincare & Makeup Clinique.....	
Gambar 4. Elements of Toyota's "Harmony for Tomorrow" Campaign	
Gambar 5. The Content Matrix	
Gambar 6. Native Advertising: Video Konten (kiri); Produk Sponsor (kanan)	
Gambar 7. The Awareness Pyramid.	9
Gambar 8. AISAS Model.....	12
Gambar 9. Joan Miró: 'Horse, Pipe and Red Flower,' 1920	
Gambar 10. Color Wheels Designed Along Centuries: (a) Newton's Color Circle; (b) Goethe's Color Wheel; (c) Munsell's Color Wheel; (d) Itten's Color Wheel.....	13
Gambar 11. Color & Mood: Nurture	
Gambar 12. The Wellbeing Colour Chart.....	
Gambar 13. Type Classification	
Gambar 14. Marlboro Poster Advert Which Uses Typeface Associated with the Wild West Culture.....	
Gambar 15. Miss Dior Perfume's Campaign.....	
Gambar 16. Ilustrasi.....	
Gambar 17. Poster "Plus Three Exhibition" Modern Art Gallery 2009	
Gambar 18. Asimetris & Simetris Grid	
Gambar 19. A Cat's Litter Brand's Poster	
Gambar 20. Actress Natalie Portman in Truck With Flower, Miss Dior Perfume's Campaign ..	
Gambar 21. Kerangka Pemikiran.....	19
Gambar 22. Tahapan Penelitian.....	26
Gambar 23. Pendekatan Penelitian Desain	
Gambar 24. Ketersediaan Produk MAXlife Kucing pada E-Commerce Tokopedia.....	
Gambar 25. Moodboard Demografis	
Gambar 26. Moodboard Psikografis	
Gambar 27. Triangulasi Data.....	24
Gambar 28. Matriks Analisis SWOT.....	
Gambar 29. Word-of-Mouth Sebagai Bagian dari Proses AISAS.....	
Gambar 30. Moodboard Ide Rancangan	
Gambar 31. Prototype sketsa digital.	
Gambar 32. Kerangka Perancangan.....	