

DAFTAR GAMBAR

Gambar 1. 1 Persentase Aktivitas Olahraga Gen Z.....	1
Gambar 1. 2 Persentase Keinginan dan Kenyataan Kulit Wanita dan Pria.....	2
Gambar 1. 3 Promosi Somethinc Calmdown Series pada Media Sosial.....	4
Gambar 1. 4 Kerangka Penelitian Perancangan Promosi Somethinc Calmdown Series	11
Gambar 2. 1 Titik pada Desain.....	31
Gambar 2. 2 Garis pada Desain.....	32
Gambar 2. 3 Bentuk Geometris pada Desain	33
Gambar 2. 4 Bentuk Organik pada Desain	33
Gambar 2. 5 Ukuran pada Desain	34
Gambar 2. 6 Tekstur pada Desain	34
Gambar 2. 7 Kerangka Teori	38
Gambar 3. 1 Logo Somethinc	40
Gambar 3. 2 Struktur Perusahaan.....	41
Gambar 3. 3 Data Produk Makeup Somethinc.....	42
Gambar 3. 4 Data Produk Skincare Somethinc.....	43
<i>Gambar 3. 5 Data Produk Bodycare Somethinc</i>	<i>43</i>
Gambar 3. 6 Data Produk Somethinc CalmDown Series	44
Gambar 3. 7 Calm Down! Skinpair Bubble Cleanser	44
Gambar 3. 8 Calm Down! Skinpair Barrier Serum.....	45
Gambar 3. 9 Calm Down! PHA 3% Soothing Everyday Toner	45
Gambar 3. 10 Calm Down! Skinpair R-Cover Cream	46
Gambar 3. 11 Calm Down Gentle Micellar Water	46
Gambar 3. 12 Website Somethinc	48
Gambar 3. 13 Facebook Somethinc	49
Gambar 3. 14 Instagram Somethinc.....	50
Gambar 3. 15 Tiktok Somethinc	50
Gambar 3. 16 Youtube Somethinc.....	51
Gambar 3. 17 Profil Consumer Journey.....	53
Gambar 3. 18 Dokumentasi Wawancara	55

Gambar 3. 19 Logo Skintific.....	58
Gambar 3. 20 Logo Whitelab.....	60
Gambar 4. 1 Konsep Pesan	65
Gambar 4. 2 Moodboard Strategi Kreatif dan Event Exhibition	66
Gambar 4. 3 Referensi Layout Visual Media.....	71
Gambar 4. 4 Referensi Tipografi.....	71
Gambar 4. 5 Referensi Palet Warna	72
Gambar 4. 6 Visual Billboard.....	73
Gambar 4. 7 Mockup Billboard	73
Gambar 4. 8 Visual Poster.....	74
Gambar 4. 9 Mockup Poster.....	74
Gambar 4. 10 Visual Umbul-umbul	87
Gambar 4. 11 Mockup Umbul-umbul	87
Gambar 4. 12 Mockup Instagram Reels.....	88
Gambar 4. 13 Visual Website Somethinc	89
Gambar 4. 14 Mockup Website Somethinc.....	89
Gambar 4. 15 Visual Google Ads.....	90
Gambar 4. 16 Mockup Google Ads.....	90
Gambar 4. 17 Visual Flyer	91
Gambar 4. 18 Mockup Flyer	92
Gambar 4. 19 Visual E-Commerce Ads	92
Gambar 4. 20 Mockup E-Commerce Ads	93
Gambar 4. 21 Visual Logo Event.....	94
Gambar 4. 22 Visual Denah Event	94
Gambar 4. 23 Mockup Filter Instagram.....	95
Gambar 4. 24 Visual X-Banner	96
Gambar 4. 25 Mockup X-Banner.....	96
Gambar 4. 26 Visual Spanduk.....	97
Gambar 4. 27 Mockup Spanduk.....	97
Gambar 4. 28 Visual Wobbler	98
Gambar 4. 29 Mockup Wobbler	98
Gambar 4. 30 Visual Shelf Talker	99

Gambar 4. 31 Visual Shelf Talker	100
Gambar 4. 32 Visual Shelf Talker	100
Gambar 4. 33 Visual Merchandise	101
Gambar 4. 34 Visual Story Instagram	102
Gambar 4. 35 Mockup Story Instagram	102