

DAFTAR GAMBAR

Gambar 2. 1 Kerangka Perancangan	22
Gambar 2. 2 <i>Chart Rata-Rata Likes</i>	28
Gambar 2. 3 <i>Chart Rata-Rata Comment</i>	28
Gambar 2. 4 <i>Ilustrasi</i>	34
Gambar 2. 5 <i>Analisis SWOT</i>	42
Gambar 2.6 <i>User Persona</i>	43
Gambar 2.7 <i>Visual</i>	45
Gambar 2.8 <i>Tipografi</i>	46
Gambar 2.9 <i>Warna</i>	48
Gambar 2.10 <i>Layout</i>	49
Gambar 2. 11 <i>Kerangka Teori dan Proporsi</i>	53
Gambar 3. 1 <i>Data IP</i>	56
Gambar 3. 2 <i>Data Wawancara Condfe</i>	60
Gambar 3. 3 <i>Data Observasi</i>	61
Gambar 3. 4 <i>Hasil Persentase Kuesioner</i>	63
Gambar 3. 5 <i>Hasil Persentase Kuesioner</i>	64
Gambar 3. 6 <i>Hasil Persentase Kuesioner</i>	65
Gambar 3. 7 <i>Hasil Persentase Kuesioner</i>	66
Gambar 3. 8 <i>Hasil Persentase Kuesioner</i>	67
Gambar 3. 9 <i>Hasil Persentase Kuesioner</i>	68
Gambar 3. 10 <i>Data Wawancara Narasumber</i>	69
Gambar 3. 11 <i>Data Wawancara Narasumber</i>	70
Gambar 3. 12 <i>Data Wawancara Narasumber</i>	71
Gambar 3. 13 <i>Data Proyek Sejenis</i>	72
Gambar 3. 14 <i>Data Proyek Sejenis</i>	74
Gambar 3. 15 <i>Data Proyek Sejenis</i>	75
Gambar 4. 1 <i>Konsep Visual</i>	91
Gambar 4. 2 <i>Eksplorasi Sketsa</i>	93
Gambar 4. 3 <i>Konsep Visual</i>	94
Gambar 4. 4 <i>Konsep Visual</i>	95
Gambar 4. 5 <i>Konsep Visual</i>	97
Gambar 4. 6 <i>Konsep Visual</i>	98
Gambar 4. 7 <i>Gaya Estetika</i>	105
Gambar 4. 8 <i>Gaya Estetika</i>	105
Gambar 4. 9 <i>Idea Generation</i>	110
Gambar 4. 10 <i>Simbolisme</i>	112
Gambar 4. 11 <i>Referensi Visual</i>	114
Gambar 4. 12 <i>Warna</i>	115
Gambar 4. 13 <i>Tipografi</i>	118

Gambar 4. 14 Referensi Konten Feeds	120
Gambar 4. 15 Referensi T-Shirt & Totebag.....	121
Gambar 4. 16 Referensi Sticker, Keyrings, Pin, Postcard, & Poster	122
Gambar 4. 17 Referensi Envelope.....	123
Gambar 4. 18 Reverensi Notebook	124
Gambar 4. 19 Reverensi Pocket Mirror	125
Gambar 4. 20 Reverensi Sarung Bantal.....	125
Gambar 4. 21 Reverensi Mug.....	126
Gambar 4. 22 Hasil Perancangan	127
Gambar 4. 23 Feeds & Story Instagram.....	128
Gambar 4. 24 Social Gathering.....	129
Gambar 4. 25 T-Shirt & Totebag.....	130
Gambar 4. 26 Sticker, Keyrings, Pin, Postcard, & Poster	131
Gambar 4. 27 Envelope.....	131
Gambar 4. 28 Notebook.....	132
Gambar 4. 29 Pocket Mirror	132
Gambar 4. 30 Sarung Bantal.....	132
Gambar 4. 31 Mug	133
Gambar 4. 32 Moodboard	133
Gambar 4. 33 Eksplorasi Sketsa	134