

DAFTAR GAMBAR

Gambar 1.1 Grafik Produk Skin Lightener.....	14
Gambar 2.1 Feed Instagram Produk Somethinc x Lifni Sanders.....	23
Gambar 2.2 Feed Instagram Kampanye #YourOnlyLimit Somethinc.....	25
Gambar 2.3 Poster Superstay Lumi-Matte Foundation Maybelline.....	32
Gambar 2.4 Shade Krem dan Coklat.....	33
Gambar 2.5 Huruf Sans Serif (Font Poppins).....	35
Gambar 2.6 Contoh fotografi produk, portrait wajah dan half body.....	35
Gambar 2.7 Contoh videografi produk dan testimonial.....	38
Gambar 2.8 Contoh Layout & Grid minimalis.....	38
Gambar 3.1 Logo Hanasui.....	40
Gambar 3.2 Logo PT. Eka Jaya Internasional.....	40
Gambar 3.3 Bagan Struktur Tim Sales & Marketing.....	42
Gambar 3.4 Bagan Struktur Tim Finance & Plant.....	42
Gambar 3.5 Bagan Struktur Tim Finance & Plant.....	43
Gambar 3.6 Bagan Struktur Tim Desain.....	43
Gambar 3.7 Poster Make Up Hanasui.....	44
Gambar 3.8 Chart Pembagian Shade berdasarkan undertone.....	45
Gambar 3.9 Scene Video Kampanye #CantikGakAdaBatasan.....	47
Gambar 3.10 Foto Bersama Narasumber Ahli	48
Gambar 3.11 Foto Bersama Narasumber Wawancara Penyintas Colorism.....	49
Gambar 3.12 Foto Profil Target Audience.....	52
Gambar 3.13 Kampanye Estee Lauder #MyShadeMyStory.....	54
Gambar 3.14 Kampanye Somethinc Celebrate Your True Self.....	56
Gambar 4.1 Font Poppins.....	72
Gambar 4.2 Palette Krem & Coklat.....	73
Gambar 4.3 Referensi Gaya Visual.....	73
Gambar 4.4 Referensi Layout.....	74

Gambar 4.5 Billboard.....	76
Gambar 4.6 Umbul-umbul.....	77
Gambar 4.7 Feed Instagram.....	77
Gambar 4.8 Storyboard Youtube Ads.....	78
Gambar 4.9 Tampilan Youtube Ads.....	79
Gambar 4.10 Poster.....	80
Gambar 4.11 Banner Spotify Ads.....	81
Gambar 4.12 Ambient Media Shade Wall.....	81
Gambar 4.13 Brosur.....	83
Gambar 4.14 Facebook Ads.....	83
Gambar 4.15 Instagram Story.....	84
Gambar 4.16 Floor Sticker.....	85
Gambar 4.17 Spanduk Toko Kosmetik.....	86
Gambar 4.18 Feed Instagram Interest.....	87
Gambar 4.19 Feed Instagram Search.....	87
Gambar 4.20 Website.....	88
Gambar 4.21 Feed Instagram Action.....	89
Gambar 4.22 X-Banner.....	90
Gambar 4.23 Wobbler.....	90
Gambar 4.24 End Cap.....	91
Gambar 4.25 Spanduk Expo.....	91
Gambar 4.26 Poster Action.....	92
Gambar 4.27 Filter Instagram.....	93
Gambar 4.28 Story Instagram (Share).....	93
Gambar 4.29 Sticker.....	94
Gambar 4.29 Compliment Notes.....	95
Gambar 4.30 Hand Mirror.....	95
Gambar 4.31 Sachet Tester.....	96
Gambar 4.23 Beauty Expo Booth.....	97