

DAFTAR GAMBAR

Gambar 2.1	Warna	13
Gambar 2.2	Bookman Old Style.....	25
Gambar 2.3	Baskerville	26
Gambar 2.4	Didot.....	26
Gambar 2.5	atena Egyptian.....	27
Gambar 2.6	Arial	27
Gambar 3.1	Logo BNI	37
Gambar 3.2	Instagram Yap!.....	39
Gambar 3.3	Instagram Yap!.....	42
Gambar 3.4	Twitter Yap!	44
Gambar 3.5	<i>Facebook Yap!</i>	44
Gambar 4.1	<i>Yap Fest</i>	52
Gambar 4.2	Photo Competition Yap!	59
Gambar 4.3	Logo TCash.....	59
Gambar 4.4	Fitur TCash	60
Gambar 4.5	Twitter TCash	61
Gambar 4.6	Facebook TCash.....	61
Gambar 4.7	Instagram TCash	62
Gambar 4.8	<i>Youtube TCash</i>	63
Gambar 4.9	Sales Promotion TCash.....	63
Gambar 4.10	Key Visual.....	64
Gambar 4.11	Logo Sakuku	65

Gambar 4.12	Promosi BCA Sakuku	66
Gambar 4.13	Foto Wawancara Naraasumber	67