

DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan.....	8
Gambar 3. 1 Logo Scoop and Skoops.....	29
Gambar 3. 2 Letak Toko Scoop And Skoops Ciwastra	29
Gambar 3. 3 Toko Scoop and Skoops Ciwastra	30
Gambar 3. 4 Letak Toko Scoop And Skoops Dago.....	30
Gambar 3. 5 Toko Scoop and Skoops Dago	31
Gambar 3. 6 Menu Scoop and Skoops.....	32
Gambar 3. 7 Bentuk Penyajian Scoop and Skoops.....	33
Gambar 3. 8 Foto kunjungan ke toko Scoop and Skoops	39
Gambar 3. 9 Foto produk Scoop And Skoops	40
Gambar 3. 10 Foto penyajian produk Scoop and Skoops.....	40
Gambar 4. 1 Referensi Teaser.....	53
Gambar 4. 2 Referensi Layout Instagram	54
Gambar 4. 3 Referensi Layout Facebook	55
Gambar 4. 4 Referensi Layout.....	61
Gambar 4. 5 Referensi Layout.....	62
Gambar 4. 6 Desain Layout	63
Gambar 4. 7 Referensi Logo.....	66
Gambar 4. 8 Referensi Maskot Event.....	67
Gambar 4. 9 Logo Event.....	68
Gambar 4. 10 Poster QR Code.....	69
Gambar 4. 11 Poster Event	70
Gambar 4. 12 Billboard.....	71
Gambar 4. 13 Flag Banner	71
Gambar 4. 14 Umbul-Umbul	72
Gambar 4. 15 Ticket Event.....	72
Gambar 4. 16 Maskot.....	73
Gambar 4. 17 Photobooth	74
Gambar 4. 18 Teaser.....	74
Gambar 4. 19 Instagram Feeds	75
Gambar 4. 20 Instastory Games.....	75
Gambar 4. 21 Twibbon	76
Gambar 4. 22 Polo Shirt.....	76
Gambar 4. 23 Topi	77
Gambar 4. 24 Payung.....	77
Gambar 4. 25 Totebag.....	78
Gambar 4. 26 Lanyard	78
Gambar 4. 27 Tumbler.....	79
Gambar 4. 28 Pengharum Mobil.....	79
Gambar 4. 29 Voucher Belanja.....	80
Gambar 4. 30 Piagam Menang.....	80
Gambar 4. 31 Cue Card	81
Gambar 4. 32 Banner Facebook.....	81
Gambar 4. 33 Gate	82
Gambar 4. 34 Stage.....	82
Gambar 4. 35 Booth.....	83
Gambar 4. 36 Lounge	83

Gambar 4. 37 Tenda Games.....85