

## DAFTAR GAMBAR

1.1 Bagan Perancangan .....	5
2.1 Bagan Teori.....	23
3.1. Pintu Masuk Kenjeran Park .....	24
3.2 Pagoda Tian Ti .....	25
3.3 Patung Brahma.....	26
3.4 Twin Dragon Park.....	26
3.5 Atlantis Land.....	27
3.6 Foto Laurensius Kevin .....	27
3.7 Instagram Kenjeran Park.....	28
3.8 Halaman Berita Zetizen.....	32
3.9 Logo Suroboyo Carnival.....	32
3.10 Instagram Suroboyo Carnival .....	33
3.11 Event Firework Party .....	33
3.12 Diagram Kuesioner .....	35
4.1 Bagan Strategi Pesan.....	40
4.2 Moodboard Visual.....	45
4.3 Referensi Visual.....	46
4.4 Palet Warna .....	46
4.5 Font perancangan .....	47
4.6 Poster.....	48
4.7 Brosur.....	49
4.8 Billboard.....	49
4.9 Instagram Post 1 .....	50
4.10 Instagram Post 2.....	51
4.11 Poster Event .....	52
4.12 Kegiatan Event.....	52
4.13 Fitur Story .....	53
4.14 Merchandise .....	53