

## DAFTAR GAMBAR

Gambar 2.1 Media Cetak .....	28
Gambar 2.2 Media Siaran .....	28
Gambar 2.3 Media Luar Ruang .....	29
Gambar 2.4 Copywriting .....	31
Gambar 2.5 <i>Layout</i> .....	32
Gambar 2.6 Tipografi .....	33
Gambar 2.7 Serif .....	33
Gambar 2.8 Sans Serif .....	34
Gambar 2.9 Script .....	34
Gambar 2.10 Warna .....	35
Gambar 2.11 Ilustrasi .....	36
Gambar 3.1 Logo SunnySide Coffee .....	38
Gambar 3.2 Varian Menu SunnySide Coffee .....	40
Gambar 3.3 Menu SunnySide Coffee .....	41
Gambar 3.4 Media Sosial SunnySide Coffee .....	42
Gambar 3.5 Postingan di Media Sosial SunnySide Coffee .....	43
Gambar 3.6 GoFood SunnySide Coffee .....	43
Gambar 3.7 GrabFood SunnySide Coffee .....	44
Gambar 3.8 Hasil Observasi di SunnySide Coffee .....	47
Gambar 3.9 Bukti Wawancara dengan <i>Owner</i> SunnySide Coffee .....	48
Gambar 3.10 Bukti Wawancara dengan Customer SunnySide Coffee .....	49
Gambar 3.11 Logo Alissha Coffee and Friends .....	52
Gambar 3.12 Alissha Coffee and Friends .....	52
Gambar 3.13 Menu Alissha Coffee and Friends .....	53

Gambar 3.14 SanDaRan Coffee .....	54
Gambar 3.15 Menu SanDaRab Coffee .....	55
Gambar 4.1 Konsep Huruf .....	71
Gambar 4.2 Konsep Warna .....	71
Gambar 4.3 Konsep Gaya Visual .....	72
Gambar 4.4 Konsep Layout .....	72
Gambar 4.5 Referensi Visual Poster Produk .....	73
Gambar 4.6 Referensi Visual Poster Promo .....	73
Gambar 4.7 Referensi Visual Food Truck .....	74
Gambar 4.8 Referensi Visual Photobooth .....	74
Gambar 4.9 Visual Foodtruck dan Photobooth (Action) .....	76
Gambar 4.10 Visual Spanduk Produk (Attention) .....	77
Gambar 4.11 Visual Poster A3 ( <i>Attention</i> ) .....	78
Gambar 4.12 Visual Poster A3 ( <i>Interest</i> ) .....	79
Gambar 4.13 Visual Feeds Instagram .....	79
Gambar 4.14 Visual Feeds Instagram ( <i>Attention</i> ) .....	79
Gambar 4.15 Visual Feeds Instagram ( <i>Interest</i> ) .....	80
Gambar 4.16 Visual Feeds Instagram ( <i>Action &amp; Share</i> ) .....	80
Gambar 4.17 Visual <i>X-Banner</i> ( <i>Share</i> ) .....	81
Gambar 4.20 Visual Tiktok ( <i>Attention</i> ) .....	82
Gambar 4.21 Visual Tiktok ( <i>Attention</i> ) .....	82
Gambar 4.22 Visual Tiktok ( <i>Attention</i> ) .....	82
Gambar 4.23 Visual Tiktok ( <i>Attention</i> ) .....	83
Gambar 4.24 Visual Tiktok ( <i>Attention</i> ) .....	83
Gambar 4.25 Visual Tiktok ( <i>Attention</i> ) .....	83

Gambar 4.26 Visual Tiktok ( <i>Attention</i> ) .....	84
Gambar 4.27 Visual Tiktok ( <i>Attention</i> ) .....	84
Gambar 4.28 Visual Tiktok ( <i>Attention</i> ) .....	85
Gambar 4.29 Visual Tiktok ( <i>Attention</i> ) .....	85
Gambar 4.30 Visual Merchandise ( <i>Share</i> ) .....	86
Gambar 4.31 Visual Voucher ( <i>Share</i> ).....	87