

DAFTAR GAMBAR

Gambar 1.1 Kerangka Penelitian	6
Gambar 2.1 Bagan Teori	19
Gambar 3.1 Logo UMKM Plepah	22
Gambar 3.2 Piring Plepah.....	23
Gambar 3.3 <i>Food Container</i> Plepah (750ml & 1500ml).....	23
Gambar 3.4 <i>Compartement Food Container</i> Plepah.....	24
Gambar 3.5 Wawancara <i>Co-Founder</i> Plepah via Google Meet.....	25
Gambar 3.6 Logo UMKM Ecoplease.....	30
Gambar 3.7 Produk UMKM Ecoplease.....	31
Gambar 4.1 Bagan Pesan.....	43
Gambar 4.2 Referensi Gaya Visual.....	46
Gambar 4.3 Referensi <i>Layout</i>	46
Gambar 4.4 <i>Color Palette</i>	47
Gambar 4.5 <i>Font</i>	47
Gambar 4.6 Video Promosi Plepah <i>#SmallStepMatter</i>	48
Gambar 4.7 Poster Teaser Digital.....	49
Gambar 4.8 Poster Teaser Kolaborasi Plepah x Burgreens.....	49
Gambar 4.9 Feeds Instagram Plepah (jangka pendek).....	50
Gambar 4.10 Feeds Instagram Plepah (jangka panjang)	51
Gambar 4.11 <i>Highlight</i> Instagram – <i>How To Compost?</i>	51
Gambar 4.12 Poster digital kolaborasi Plepah x Burgreens	52
Gambar 4.13 Poster Digital <i>Review Competition</i>	54
Gambar 4.14 Twitter Ads Plepah.....	55
Gambar 4.15 Twitter Konten Plepah.....	55
Gambar 4.16 Banner Digital Plepah x Burgreens.....	56
Gambar 4.17 <i>E Gift Voucher</i> Burgreens	57
Gambar 4.18 <i>Tri fold mini</i> brosur Burgreens x Plepah.....	58
Gambar 4.19 Sticker Plepah.....	58