

DAFTAR GAMBAR

Gambar 3.1 Logo Spicy Won	23
Gambar 3.2 Produk Makanan	25
Gambar 3.3 Produk Minuman dan <i>Dessert</i>	25
Gambar 3.4 Produk Kemasan Instan.....	26
Gambar 3.5 Konsumen.....	27
Gambar 3.6 Shopee Spicy Won	30
Gambar 3.7 Instagram Spicy Won.....	30
Gambar 3.8 Facebook Spicy Won	31
Gambar 3.9 Tiktok Spicy Won	31
Gambar 3.10 Youtube Spicy Won	31
Gambar 3.11 Website Spicy Won.....	31
Gambar 3.12 Postingan Instagram.....	32
Gambar 3.13 Logo Chingu	36
Gambar 3.14 Restoran Chingu.....	36
Gambar 3.15 Spot Chingu.....	36
Gambar 3.16 Menu Chingu.....	37
Gambar 3.17 Social Media Chingu.....	38
Gambar 3.18 Logo Topoci	38
Gambar 3.19 <i>Outlet</i> Topoci.....	38
Gambar 3.20 Menu Topoci	39
Gambar 3.21 Social Media Topoci	39
Gambar 4.1 Gaya Visual.....	57
Gambar 4.2 <i>Layout</i>	58
Gambar 4.3 <i>Font</i> Baloo Bhaijan	58
Gambar 4.4 <i>Font</i> League Spartan	58
Gambar 4.5 <i>Font</i> Amiko	59
Gambar 4.6 Warna	59
Gambar 4.7 Referensi Logo	60
Gambar 4.8 Logo <i>Event</i>	60
Gambar 4.9 Referensi Maskot.....	61

Gambar 4.10 Maskot Final.....	62
Gambar 4.11 Poster Digital.....	62
Gambar 4.12 Digital Ads (Instagram)	63
Gambar 4.13 <i>Booth</i>	63
Gambar 4.14 <i>X-Banner</i>	64
Gambar 4.15 Brosur	64
Gambar 4.16 Poster Digital.....	65
Gambar 4.17 Instagram.....	65
Gambar 4.18 <i>Website</i>	66
Gambar 4.19 <i>Event Meet and Greet</i>	66
Gambar 4.20 <i>Photobooth</i> dan <i>Standee</i>	67
Gambar 4.21 <i>Twibbon</i>	68
Gambar 4.22 <i>Merchandise</i>	68