

Daftar Gambar

Gambar 3.1 Logo Warung Nasi Rencong	29
Gambar 3.2 Website Warung Nasi Ayam Bakar Rencong	33
Gambar 3.3 Isi Laman Warung Nasi Ayam Bakar Rencong	33
Gambar 3.4 Isi Laman Testimoni Warung Nasi Ayam Bakar Rencong	33
Gambar 3.5 Isi Laman Galeri Warung Nasi Ayam Bakar Rencong	34
Gambar 3.6 Observasi Wisata Kuliner Warung Nasi Ayam Bakar Rencong	38
Gambar 3.7 Proses Wawancara.....	40
Gambar 3.8 Logo Ayam Bakar Mercon.....	45
Gambar 3.9 Media Instagram Ayam Bakar Mercon	45
Gambar 3.10 Poster Ayam Bakar Mercon Bakakak	46
Gambar 3.11 Foto Video Promosi Ayam Bakar Mercon.....	47
Gambar 3.12 Logo Warung Nasi Ibu Imas	49
Gambar 3.13 Instagram Warung Nasi Ibu Imas.....	49
Gambar 3.14 Promosi Warung Nasi Ibu Imas	49
Gambar 4.1 Referensi Layout Instagram	75
Gambar 4.2 Referensi X-Banner	76
Gambar 4.3 Referensi X-Banner	76
Gambar 4.4 Font Bahnschrift	77
Gambar 4.5 Font Phenomena	77
Gambar 4.6 Oswald Font	78
Gambar 4.7 Oswald Font	78
Gambar 4.8 Logo Baru Ayam Bakar Rencong	83
Gambar 4.9 Desain Poster Digital 1.....	85
Gambar 4.10 Desain Poster Digital 2.....	86
Gambar 4.11 Desain Poster Digital 3.....	86
Gambar 4.12 Desain Poster Digital 4.....	87
Gambar 4.13 Desain Poster x-banner	89
Gambar 4.14 Desain Backdrop Digital	89

Gambar 4.15 Desain Backdrop, x-banner, poster Cetak	89
Gambar 4.16 Desain Poster Story Instagram	91
Gambar 4.17 Desain Poster Story Instagram 2	92
Gambar 4.18 Desain Poster Story Instagram 3	92
Gambar 4.19 Desain Poster Digital 5	93
Gambar 4.20 Desain Poster Digital 6	94
Gambar 4.21 Desain Mockup Layout Instagram	94
Gambar 4.22 Desain Mockup Layout Instagram 2	95
Gambar 4.23 Desain Poster Digital 7.....	97
Gambar 4.24 Desain Poster Digital 8.....	97
Gambar 4.25 Desain Poster Digital 9.....	98
Gambar 4.26 Merchandise Event.....	99