

## DAFTAR GAMBAR

|                                                                    |    |
|--------------------------------------------------------------------|----|
| Gambar 2. 1 Titik.....                                             | 14 |
| Gambar 2. 2 Garis.....                                             | 15 |
| Gambar 2. 3 Warna .....                                            | 16 |
| Gambar 2. 4 Serif.....                                             | 17 |
| Gambar 2. 5 Sans Serif.....                                        | 18 |
| Gambar 3. 1 Lug's Gravity .....                                    | 21 |
| Gambar 3. 2 Media Sosial Instagram .....                           | 25 |
| Gambar 3. 3 Media Sosial Instagram .....                           | 25 |
| Gambar 3. 4 Media Sosial Tiktok.....                               | 26 |
| Gambar 3. 5 Media Sosial Tiktok.....                               | 26 |
| Gambar 3. 6 Foto Observasi .....                                   | 30 |
| Gambar 3. 7 Wawancara bersama Bapak Alfi Ardian via Whatsapp ..... | 31 |
| Gambar 4. 1 Big Idea.....                                          | 42 |
| Gambar 4. 2 Media Utama.....                                       | 45 |
| Gambar 4. 3 Referensi Layout.....                                  | 49 |
| Gambar 4. 4 Tipografi.....                                         | 50 |
| Gambar 4. 5 Warna .....                                            | 50 |
| Gambar 4. 6 Poster .....                                           | 51 |
| Gambar 4. 7 Poster .....                                           | 52 |
| Gambar 4. 8 X-Banner .....                                         | 53 |
| Gambar 4. 9 Billboard.....                                         | 54 |
| Gambar 4. 10 Instagram Feeds.....                                  | 55 |
| Gambar 4. 11 Instagram Story .....                                 | 56 |
| Gambar 4. 12 Instagram Story .....                                 | 57 |
| Gambar 4. 13 Photobooth .....                                      | 58 |