

LIST OF FIGURES

| | |
|---|----|
| Figure 3.1 Logo NDM Production..... | 14 |
| Figure 3.2 Survey data of 50 respondents regarding the existence of NM Production | 17 |
| Figure 3.2 Interview in Online UMKM Salma Clothing Subang..... | 18 |
| Figure 3.2 Cocoa Life Offline Interview at the UMKM Festival | 18 |
| Figure 3.3 Digital Sasana Logo | 19 |
| Figure 3.3 Company Website | 19 |
| Figure 3.3 Instagram Sasana Digital..... | 20 |
| Figure 4.2 Message concept chart..... | 25 |
| Figure 4.2 Color Palette | 26 |
| Figure 4.2 Reels Instagram | 27 |
| Figure 4.2 Brochure | 27 |
| Figure 4.2 Billboard Attention..... | 27 |
| Figure 4.2 Video Profile | 28 |
| Figure 4.2 Brochure Interest | 29 |
| Figure 4.2 NDM Production Catalog..... | 30 |
| Figure 4.2 Prototype Website Search..... | 30 |
| Figure 4.2 Feeds Instagram..... | 31 |
| Figure 4.2 Mockup Instagram..... | 32 |
| Figure 4.2 Booth NDM Production | 32 |
| Figure 4.2 Poster Promotion | 33 |
| Figure 4.2 X Benner Event | 33 |
| Figure 4.2 Customer Testimonials Feeds..... | 34 |
| Figure 4.2 Customer Testimonials Reels..... | 34 |