

## DAFTAR GAMBAR

Gambar 2.1 Bagan Model Proses Komunikasi Pemasaran .....	17
Gambar 3.1 Peta Administratif Kabupaten Sumedang .....	37
Gambar 3.2 Target Audiens .....	41
Gambar 3.5 Wawancara dengan Bapak Deden.....	50
Gambar 4.1 <i>Font</i> .....	53
Gambar 4.2 <i>Multy Panel Layout</i> .....	54
Gambar 4.3 Pemilihan Warna .....	54
Gambar 4.4 Referensi Visual .....	54
Gambar 4.5 Referensi Visual .....	55
Gambar 4.6 <i>Output Attention TvC</i> .....	56
Gambar 4.7 <i>Output Attention Feeds Instagram</i> .....	56
Gambar 4.8 <i>Output Interest Billboard</i> .....	57
Gambar 4.9 <i>Output Interest Feeds Instagram</i> .....	57
Gambar 4.10 <i>Output Search Website</i> .....	58
Gambar 4.11 <i>Output Search Media Sosial</i> .....	58
Gambar 4.12 <i>Output Action Desain Event</i> .....	59
Gambar 4.13 <i>Output Action Desain Booth</i> .....	59
Gambar 4.14 <i>Ouput Action Spinner, Stand Billboard, X-Banner</i> .....	59
Gambar 4.15 <i>Output Share Template Story, Voucher, Kaos, Keychain, Pin</i> .....	60