

DAFTAR TABEL

Tabel 2. 1 Penelitian Terdahulu	36
Tabel 4. 1 Observasi Marketplace dan Media Sosial BigJill	56
Tabel 4. 2 Data Hasil Kuesioner	64
Tabel 4. 3 Analisis Visual Data Observasi.....	74
Tabel 4. 4 Analisis Visual Data Observasi.....	79
Tabel 4. 5 Unsur Visual Logo BigJill	80
Tabel 4. 6 Matriks Perbandingan Unsur Visual Logo BigJill dan Kompetitor Offline	81
Tabel 4. 7 Matriks Perbandingan Unsur Visual Logo BigJill dan Kompetitor Online	82
Tabel 4. 8 Matriks Perbandingan Logo BigJill dan Kompetitornya	83
Tabel 4. 9 Matriks Perbandingan Profil Brand Fashion BigJill dan Kompetitor Toko Offline	85
Tabel 4. 10 Matriks Perbandingan Profil Brand Fashion BigJill dan Kompetitor Toko Online	85
Tabel 4. 11 Pembahasan Sketsa Logotype	103