

DAFTAR GAMBAR

Gambar 1. Piramida Brand Awareness	17
Gambar 2. Jenis Warna	33
Gambar 3. Color Wheel	34
Gambar 4. Color Wheel Warm Tone dan Cool Tone	36
Gambar 5. Logo Tropicana Slim.....	41
Gambar 6. Kemasan Tropicana Skim Cafe Latte.....	42
Gambar 7. Instagram Tropicana Slim	44
Gambar 8. Tiktok Tropicana Slim.....	44
Gambar 9. Facebook Tropicana Slim.....	45
Gambar 10. Twitter Tropicana Slim.....	46
Gambar 11. Youtube Tropicana Slim	46
Gambar 12. Website Tropicana Slim	47
Gambar 13. Foto Data Khalayak	47
Gambar 14. Dokumentasi Cofee Creation Competition 2020	50
Gambar 15. Dokumentasi Finna Foodies Coocking Competition 2022.....	51
Gambar 16. Dokumentasi event Bright Gas Cooking Competition 2023	52
Gambar 17. Dokumentasi Lomba Masak Indomaret 2022	54
Gambar 18. Foto Narasumber Wawancara	56
Gambar 19. Foto Produk Coffeefitz.....	64
Gambar 20. Instagram Coffeefitz	64
Gambar 21. Tiktok Coffeefitz	65
Gambar 22. Website Coffeefitz.....	65
Gambar 23. Foto Produk Kapal Api Less Sugar.....	66
Gambar 24. Instagram Kapal Api	67
Gambar 25, Website Kapal Api.....	67
Gambar 26. Facebook Kapal Api.....	68
Gambar 27. Twitter Kapal Api.....	68
Gambar 28. Youtube Kapal Api	69
Gambar 29. Bagan What to Say.....	75
Gambar 30. Colour Palette.....	79

Gambar 31. Logo Event.....	82
Gambar 32. Floor Stiker Ads	83
Gambar 33. Billboard.....	83
Gambar 34. Instagram Ads	84
Gambar 35. Feed Instagram.....	84
Gambar 36. Poster.....	85
Gambar 37. Flyer	85
Gambar 38. Bus Stiker Ads.....	86
Gambar 39. Feed Instagram.....	86
Gambar 40. Website	87
Gambar 41. Denah Tribeca Park.....	87
Gambar 43. Model 3D Event.....	90
Gambar 44. X-Banner dan Banner Event	91
Gambar 45. Merchandise	92