

DAFTAR GAMBAR

Gambar 1. 1 Bagan Kerangka Perancangan.....	10
Gambar 2. 1 The Color Wheel.....	21
Gambar 2. 2 Anatomy of Typograpghy	22
Gambar 2. 3 Bagan Kerangka Teori	33
Gambar 3. 1 Logo PT. Yakult Indonesia Persada.....	34
Gambar 3. 2 Struktur Organisasi PT. Yakult Indonesia Persada	36
Gambar 3. 3 Produk Yakult Light.....	37
Gambar 3. 4 Website resmi Yakult Indonesia	41
Gambar 3. 5 Instagram Yakult Indonesia	41
Gambar 3. 6 Facebook Yakult Indonesia	42
Gambar 3. 7 Youtube Yakult Indonesia.....	43
Gambar 3. 8 TikTok Yakult Indonesia	43
Gambar 3. 9 Media Promosi Billboard dan Poster Yakult.....	44
Gambar 3. 10 Booth Yakult Indonesia pada JFK 2022	45
Gambar 3. 11 Booth Yakult Indonesia pada JFK 2022	45
Gambar 3. 12 Karnaval Yakult Indonesia pada JFK 2022.....	46
Gambar 3. 13 Kampanye Yakult Light Sebelumnya	46
Gambar 3. 14 Yakult Light Fair	47
Gambar 3. 15 Iklan Marketing Yakult Light	48
Gambar 3. 16 Ibu Wahyuni.....	49
Gambar 3. 17 Bapak Dr. Herumanuddin Sp.GK	50
Gambar 3. 18 Mahesh	52
Gambar 3. 19 Mohisha.....	54
Gambar 3. 20 Observasi Target Audiens	57
Gambar 3. 21 Logo PT. Yoyic Dairy Indonesia	60
Gambar 3. 22 Produk YoyiC Probiotik.....	61
Gambar 3. 23 Logo PT. Cisarua Mountain Dairy	62
Gambar 3. 24 Produk Cimory Yogurt Drink	63
Gambar 4. 1 Bagan What To Say.....	79
Gambar 4. 2 Referensi Visual	82

Gambar 4. 3 Typeface	83
Gambar 4. 4 Palette Warna	83
Gambar 4. 5 Tabel AISAS	85
Gambar 4. 6 Billboard dan Mockup.....	87
Gambar 4. 7 Videotron dan Mockup.....	87
Gambar 4. 8 T-Banner dan Mockup	88
Gambar 4. 9 Spanduk dan Mockup.....	88
Gambar 4. 10 Transit Advertising.....	89
Gambar 4. 11 Storyboard dan Moodboard TVC.....	90
Gambar 4. 12 Mockup & Barcode TVC Yakult Light.....	91
Gambar 4. 13 Spotify Ads dan Mockup.....	91
Gambar 4. 14 Radio Spot	92
Gambar 4. 15 Poster Produk dan Event	93
Gambar 4. 16 Brosur dan Mockup	94
Gambar 4. 17 Wobbler dan Mockup.....	95
Gambar 4. 18 Wobbler dan Shelf Talker Mockup.....	95
Gambar 4. 19 Feeds Instagram dan Mockup	96
Gambar 4. 20 Story Instagram dan Mockup	97
Gambar 4. 21 Reels Instagram dan Mockup.....	97
Gambar 4. 22 TikTok dan Mockup.....	98
Gambar 4. 23 Logo Event Roadshow Genlight 2025	99
Gambar 4. 24 Event Generasi Yakult Light 2025.....	100
Gambar 4. 25 Gate Event Generasi Yakult Light 2025	100
Gambar 4. 26 Booth Event Generasi Yakult Light 2025	101
Gambar 4. 27 Photobooth Event Generasi Yakult Light 2025	101
Gambar 4. 28 Feather Banner Flag Event Generasi Yakult Light 2025	102
Gambar 4. 29 X-Banner Event Generasi Yakult Light (2025)	102
Gambar 4. 30 Panggung Event Generasi Yakult Light 2025.....	103
Gambar 4. 31 Games Tebak Rasa Event Generasi Yakult Light.....	104
Gambar 4. 32 Merchandise dan Filter Instagram.....	108