

## DAFTAR GAMBAR

|                                                                             |    |
|-----------------------------------------------------------------------------|----|
| <b>Gambar 1.1</b> <i>Metodologi Desain</i> .....                            | 6  |
| <b>Gambar 2.1</b> <i>Logo Arkakala</i> .....                                | 8  |
| <b>Gambar 2.2</b> <i>Sosial Media Arkakala</i> .....                        | 9  |
| <b>Gambar 2.3</b> <i>Set Kemasan Zao</i> .....                              | 13 |
| <b>Gambar 2.4</b> <i>Kemasan Mad Hippie</i> .....                           | 13 |
| <b>Gambar 2.5</b> <i>Kemasan Elate Beauty</i> .....                         | 13 |
| <b>Gambar 2.6</b> <i>Kemasan Neek</i> .....                                 | 13 |
| <b>Gambar 2.7</b> <i>Kemasan Klenandkind</i> .....                          | 14 |
| <b>Gambar 2.8</b> <i>Kemasan Caudalie</i> .....                             | 14 |
| <b>Gambar 3.1</b> <i>Rotan Sega</i> .....                                   | 18 |
| <b>Gambar 3.2</b> <i>Turunan Rotan</i> .....                                | 18 |
| <b>Gambar 3.3</b> <i>Contoh Kemasan dari Bahan Alami</i> .....              | 19 |
| <b>Gambar 3.4</b> <i>Tahap Wawancara dengan Desainer PT. Wisanka</i> .....  | 21 |
| <b>Gambar 3.5</b> <i>Tahap Wawancara dengan Pengrajin PT. Wisanka</i> ..... | 21 |
| <b>Gambar 3.6</b> <i>Tahap Wawancara dengan Dr. Aris</i> .....              | 23 |
| <b>Gambar 3.7</b> <i>Kemasan Tahap Wawancara UMKM</i> .....                 | 23 |
| <b>Gambar 3.8</b> <i>Tahap Wawancara dengan Ibu Juli</i> .....              | 24 |
| <b>Gambar 3.9</b> <i>Close Webbing</i> .....                                | 27 |
| <b>Gambar 3.10</b> <i>Truntum Webbing</i> .....                             | 27 |
| <b>Gambar 3.11</b> <i>Open Square</i> .....                                 | 27 |
| <b>Gambar 3.12</b> <i>Segi Delapan</i> .....                                | 27 |
| <b>Gambar 3.13</b> <i>Observasi Kemasan</i> .....                           | 28 |
| <b>Gambar 3.14</b> <i>Observasi Anyaman</i> .....                           | 29 |
| <b>Gambar 3.15</b> <i>Focus Group Discussion</i> .....                      | 29 |
| <b>Gambar 4.1</b> <i>Cientboard</i> .....                                   | 30 |

|                                                 |           |
|-------------------------------------------------|-----------|
| <b>Gambar 4.2 Sabun Batang.....</b>             | <b>35</b> |
| <b>Gambar 4.3 Lip Balm .....</b>                | <b>35</b> |
| <b>Gambar 4.4 Respiratory Balm.....</b>         | <b>35</b> |
| <b>Gambar 4.5 Solid Perfume .....</b>           | <b>35</b> |
| <b>Gambar 4.6 Hair Pomade .....</b>             | <b>35</b> |
| <b>Gambar 4.7 Shampoo Bar .....</b>             | <b>35</b> |
| <b>Gambar 4.8 Body Butter .....</b>             | <b>35</b> |
| <b>Gambar 4.9 Natural Deodorant .....</b>       | <b>35</b> |
| <b>Gambar 4.10 Warna .....</b>                  | <b>36</b> |
| <b>Gambar 4.11 Mindmap.....</b>                 | <b>38</b> |
| <b>Gambar 4.12 Image Chart.....</b>             | <b>40</b> |
| <b>Gambar 4.13 Moodboard .....</b>              | <b>41</b> |
| <b>Gambar 5.1 Sketsa Dasar .....</b>            | <b>43</b> |
| <b>Gambar 5.2 Development Sketch 1 .....</b>    | <b>44</b> |
| <b>Gambar 5.3 Development Sketch 2.....</b>     | <b>44</b> |
| <b>Gambar 5.4 Development Sketch 3.....</b>     | <b>44</b> |
| <b>Gambar 5.5 Final Desain .....</b>            | <b>46</b> |
| <b>Gambar 5.6 Labeling.....</b>                 | <b>47</b> |
| <b>Gambar 5.7 Final Produk.....</b>             | <b>48</b> |
| <b>Gambar 5.8 Snana Set dan Gandha Set.....</b> | <b>49</b> |
| <b>Gambar 5.9 Foto Operasional Produk.....</b>  | <b>49</b> |