

## DAFTAR GAMBAR

Gambar 2.1. Garis ( <i>line</i> ).....	20
Gambar 2.2. Bentuk ( <i>Shape</i> ).....	21
Gambar 2.3. Tekstur.....	21
Gambar 2.4. Gelap Terang.....	22
Gambar 2.5. Ukuran.....	22
Gambar 2.6. Warna Primer.....	23
Gambar 2.7. Warna sekunder.....	23
Gambar 2.8. Warna Tersier.....	24
Gambar 2.9. Warna netral RGB.....	24
Gambar 2.10. Warna netral CMYK.....	25
Gambar 2.11. <i>Layout Sequence</i> .....	27
Gambar 2.12. <i>Layout Emphasis</i> .....	28
Gambar 2.13. <i>Layout Balance</i> .....	28
Gambar 2.14. <i>Layout Unity</i> .....	29
Gambar 2.15. Tipografi <i>serif</i> .....	29
Gambar 2.16. Tipografi <i>san serif</i> .....	30
Gambar 3.1. Logo Rainbow Rafting.....	44
Gambar 3.2. Promosi Rainbow Rafting.....	45
Gambar 3.3. <i>Website</i> Arung Jeram Serayu.....	51
Gambar 3.4. Paket rafting Citarik.....	53
Gambar 3.5. <i>Website</i> Arung Jeram Citarik.....	53
Gambar 3.6. Observasi Sungai Arung jeram Rainbow Rafting.....	55
Gambar 3.7. Observasi Fenomena alam Batu Mahkota Raja.....	56
Gambar 3.8. Observasi View Hutan Pinus.....	56
Gambar 3.9. Observasi Peta rute pengarungan arung jeram.....	57
Gambar 3.10. Observasi Stiker Rainbow Rafting.....	57
Gambar 3.11. Observasi Banner Rainbow Rafting.....	58
Gambar 4.1. Data pengguna internet berdasarkan tempat.....	63
Gambar 4.2. Data pengguna internet berdasarkan usia.....	63

Gambar 4.3. Data pengguna internet berdasarkan Pekerjaan .....	64
Gambar 4.4. Font <i>Open Sans</i> .....	70
Gambar 4.5. Font <i>Gill Sans Mt</i> .....	70
Gambar 4.6. Studi Logo .....	72
Gambar 4.7. Alternatif Logo .....	73
Gambar 4.8. Sketsa Logo .....	73
Gambar 4.9. Studi <i>Website</i> .....	74
Gambar 4.10. <i>Home website</i> .....	75
Gambar 4.11. <i>Profil website</i> .....	77
Gambar 4.12. <i>Product website</i> .....	77
Gambar 4.13. <i>Pricing website</i> .....	78
Gambar 4.14. <i>Feature Website</i> .....	78
Gambar 4.15. <i>Gallery Website</i> .....	79
Gambar 4.16. <i>Contact Website</i> .....	79
Gambar 4.17. <i>Story Board</i> .....	83
Gambar 4.18. <i>poster</i> .....	83
Gambar 4.19. <i>Web banner</i> .....	84
Gambar 4.20. <i>Instagram</i> .....	85
Gambar 4.21. <i>Facebook</i> .....	85
Gambar 4.22. <i>Twitter</i> .....	86
Gambar 4.23. Majalah .....	87
Gambar 4.24. Koran .....	88
Gambar 4.25. Brosur .....	89
Gambar 4.26. <i>X-banner</i> .....	89
Gambar 4.27. <i>Billboard</i> .....	90
Gambar 4.28. Pin .....	91
Gambar 4.29. <i>Sticker</i> .....	91