

## DAFTAR GAMBAR

Gambar 3.1 Logo Taman Nasional Gunung Ciremai .....	22
Gambar 3.2 Curug Putri .....	23
Gambar 3.3 Data Pengunjung .....	24
Gambar 3.4 Hasil Kuesioner 1 .....	28
Gambar 3.5 Hasil Kuesioner 2 .....	28
Gambar 3.6 Hasil Kuesioner 3 .....	29
Gambar 3.7 Hasil Kuesioner 4 .....	29
Gambar 3.8 Hasil Kuesioner 5 .....	29
Gambar 3.9 Hasil Observasi .....	30
Gambar 3.10 Bumi Perkemahan Ipukan .....	33
Gambar 3.11 Camping Ground Bukit Batu Gede .....	34
Gambar 4.1 <i>Moodboard</i> .....	39
Gambar 4.2 Tipografi .....	40
Gambar 4.3 Warna .....	40
Gambar 4.4 Logo .....	45
Gambar 4.5 Maskot .....	45
Gambar 4.6 Ambient Media .....	46
Gambar 4.7 Poster .....	46
Gambar 4.8 Video .....	47
Gambar 4.9 Banner .....	47
Gambar 4.10 Konten Instagram .....	48
Gambar 4.11 Booth .....	48
Gambar 4.12 Konten booth ( <i>fantasy box</i> ) .....	49
Gambar 4.13 Twibbon Instagram .....	49
Gambar 4.14 <i>Sign system</i> .....	50
Gambar 4.15 Brosur .....	50
Gambar 4.16 <i>Voucher</i> .....	51
Gambar 4.17 Tiket .....	51
Gambar 4.18 <i>Merchandise</i> .....	51