

## DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan.....	8
Gambar 3. 1 Logo Scoop and Skoops.....	29
Gambar 3. 2 Letak Toko Scoop And Skoops Ciwastra .....	29
Gambar 3. 3 Toko Scoop and Skoops Ciwastra .....	30
Gambar 3. 4 Letak Toko Scoop And Skoops Dago.....	30
Gambar 3. 5 Toko Scoop and Skoops Dago .....	31
Gambar 3. 6 Menu Scoop and Skoops.....	32
Gambar 3. 7 Bentuk Penyajian Scoop and Skoops.....	33
Gambar 3. 8 Foto kunjungan ke toko Scoop and Skoops .....	39
Gambar 3. 9 Foto produk Scoop And Skoops .....	40
Gambar 3. 10 Foto penyajian produk Scoop and Skoops.....	40
Gambar 4. 1 Referensi Teaser.....	53
Gambar 4. 2 Referensi Layout Instagram .....	54
Gambar 4. 3 Referensi Layout Facebook .....	55
Gambar 4. 4 Referensi Layout.....	61
Gambar 4. 5 Referensi Layout.....	62
Gambar 4. 6 Desain Layout .....	63
Gambar 4. 7 Referensi Logo.....	66
Gambar 4. 8 Referensi Maskot Event.....	67
Gambar 4. 9 Logo Event.....	68
Gambar 4. 10 Poster QR Code.....	69
Gambar 4. 11 Poster Event .....	70
Gambar 4. 12 Billboard.....	71
Gambar 4. 13 Flag Banner .....	71
Gambar 4. 14 Umbul-Umbul .....	72
Gambar 4. 15 Ticket Event.....	72
Gambar 4. 16 Maskot.....	73
Gambar 4. 17 Photobooth .....	74
Gambar 4. 18 Teaser.....	74
Gambar 4. 19 Instagram Feeds .....	75
Gambar 4. 20 Instastory Games.....	75
Gambar 4. 21 Twibbon .....	76
Gambar 4. 22 Polo Shirt.....	76
Gambar 4. 23 Topi .....	77
Gambar 4. 24 Payung.....	77
Gambar 4. 25 Totebag.....	78
Gambar 4. 26 Lanyard .....	78
Gambar 4. 27 Tumbler.....	79
Gambar 4. 28 Pengharum Mobil.....	79
Gambar 4. 29 Voucher Belanja.....	80
Gambar 4. 30 Piagam Menang.....	80
Gambar 4. 31 Cue Card .....	81
Gambar 4. 32 Banner Facebook.....	81
Gambar 4. 33 Gate .....	82
Gambar 4. 34 Stage.....	82
Gambar 4. 35 Booth.....	83
Gambar 4. 36 Lounge .....	83

Gambar 4. 37 Tenda Games.....85