

DAFTAR GAMBAR

Gambar 1.1 Kerangka Penelitian.....	8
Gambar 2.1 Piramida <i>Brand Awareness</i>	15
Gambar 2.2 Jenis Huruf.....	23
Gambar 3.1 Logo Pijakbumi.....	26
Gambar 3.2 Tampilan Halaman <i>Website</i> Pijakbumi.....	27
Gambar 3.3 Profil Instagram Pijakbumi.....	28
Gambar 3.4 Foto Produk Varian <i>Basic Series</i>	29
Gambar 3.5 Foto Produk Varian <i>Signature Series</i>	30
Gambar 3.6 Wawancara dengan <i>Co-Founder</i> Pijakbumi.....	32
Gambar 3.7 Observasi Kantor Pijakbumi.....	38
Gambar 3.9 Rafheoo Footwear x Bhisma Diandra.....	41
Gambar 3.10 Sepatu Compass.....	42
Gambar 4.1 Konsep Pesan.....	54
Gambar 4.2 Referensi Visual.....	61
Gambar 4.3 Referensi Visual.....	61
Gambar 4.4 Referensi Visual.....	62
Gambar 4.5 Referensi Visual.....	62
Gambar 4.6 Referensi <i>Layout</i>	62
Gambar 4.7 Referensi <i>Layout</i>	63
Gambar 4.8 Referensi <i>Event Authenticity</i>	63
Gambar 4.9 Referensi <i>Event We the Fest 2020</i>	64
Gambar 4.10 Referensi <i>Event Playfest 2020</i>	64
Gambar 4.11 Referensi <i>Event Talk Show</i>	65
Gambar 4.12 Referensi Warna.....	66
Gambar 4.13 Rancangan Logo.....	67
Gambar 4.14 Poster Digital Instagram.....	68
Gambar 4.15 Poster Digital Instagram.....	69
Gambar 4.16 Poster Digital Instagram.....	70
Gambar 4.17 Poster <i>Event</i>	71
Gambar 4.18 Rancangan Flyer.....	72

Gambar 4.19 Penempatan Flyer.....	72
Gambar 4.20 Rancangan <i>Website</i>	73
Gambar 4.21 Rancangan <i>Feed</i> Instagram.....	74
Gambar 4.22 Contoh Unggahan Target Audiens.....	75
Gambar 4.23 <i>View</i> Audiens melalui Youtube.....	80
Gambar 4.24 Rancangan <i>Merchandise</i>	81