

DAFTAR GAMBAR

Gambar 2.1 Pesan Iklan	17
Gambar 2.2 Garis	24
Gambar 2.3 Bidang	24
Gambar 2.4 Warna	25
Gambar 2.5 Gelap-terang	26
Gambar 2.6 Tekstur	26
Gambar 2.7 Ukuran	27
Gambar 3.1 Logo Amanda Trans	28
Gambar 3.2 Pendapatan Amanda Trans 2019-2021	29
Gambar 3.3 Hasil Observasi Lokasi di Amanda Trans	31
Gambar 3.4 Hasil Observasi Lokasi di Amanda Trans	32
Gambar 3.5 Amanda Trans di Google	32
Gambar 3.6 Facebook Amanda Trans	33
Gambar 3.7 Instagram Amanda Trans	34
Gambar 3.8 Youtube Amanda Trans Trans	34
Gambar 3.9 Website Amanda Trans	35
Gambar 3.10 Grafik survey khalayak	37
Gambar 3.11 Grafik survey khalayak	37
Gambar 3.12 Grafik survey khalayak	38
Gambar 3.13 Grafik survey khalayak	38
Gambar 3.14 Grafik survey khalayak	39
Gambar 3.15 Logo Big BenJaya	40
Gambar 3.16 Instagram Big BenJaya	41
Gambar 3.17 Facebook Big BenJaya	41
Gambar 3.18 Twitter Big BenJaya	42
Gambar 3.19 Website Big BenJaya	43
Gambar 4.1 Statement penjualan	47
Gambar 4.2 Gaya Visual	51
Gambar 4.3 Font Barlow	52

Gambar 4.4 Font Made Tommy Soft	52
Gambar 4.5 Color Palette	53
Gambar 4.6 Logo Re-Desain	53
Gambar 4.7 Attention	54
Gambar 4.8 Interest	55
Gambar 4.9 Search	55
Gambar 4.10 Action	56
Gambar 4.11 Share	57