

## DAFTAR GAMBAR

Gambar 1.6 Kerangka Penelitian .....	5
Gambar 2.2 Kerangka Teori.....	13
Gambar 3.1 Offline Store Geoff Max Footwear .....	14
Gambar 3.2 Produk Geoff Max Footwear.....	14
Gambar 3.2 Instagram Geoff Max Footwear .....	16
Gambar 3.2 Website Geoff Max Footwear .....	16
Gambar 3.4 E-Commerce Geoff Max Footwear .....	17
Gambar 3.6 Dokumentasi Wawancara.....	20
Gambar 3.6 Logo Ventela.....	21
Gambar 3.1 Offline Store Geoff Max Footwear .....	14
Gambar 4.1 Matriks AISAS .....	25
Gambar 4.2 Big Idea .....	29
Gambar 4.3 Bagan Perancangan Webseries.....	35
Gambar 4.4 Naskah Webseries .....	37
Gambar 4.5 Storyboard .....	39
Gambar 4.6 Three Point Lighting .....	42
Gambar 4.7 Denah Lokasi .....	45
Gambar 4.8 Proses Editing Video.....	48
Gambar 4.9 Proses Editing Audio.....	49
Gambar 4.10 Thumbnail Youtube .....	51
Gambar 4.11 Reverensi Gaya Visual.....	53

Gambar 4.12 Reverensi Layout .....	54
Gambar 4.13 Reverensi Tipografi.....	55
Gambar 4.14 Reverensi Warna .....	56
Gambar 4.15 Webseries “Langkah” .....	57
Gambar 4.16 Youtube Ads.....	58
Gambar 4.17 Youtube Media Placement Share .....	59
Gambar 4.18 Thumbnail Youtube .....	60
Gambar 4.19 Poster Digital.....	61
Gambar 4.20 Poster Cetak .....	62
Gambar 4.22 Instagram Ads .....	63