

## DAFTAR GAMBAR

|   |    |
|---|----|
| Gambar 1.1 Instagram Play With Pattero .....                    | 3  |
| Gambar 2.1 Tipografi .....                                      | 18 |
| Gambar 2.2 Simbol .....   | 19 |
| Gambar 2.3 Ilustrasi .....                                      | 19 |
| Gambar 2.4 Fotografi .....                                      | 20 |
| Gambar 3.1 Logo Play With Pattero .....                         | 22 |
| Gambar 3.2 Instagram Play With Pattero .....                    | 23 |
| Gambar 3.3 Konten yang ditampilkan Play With Pattero .....      | 25 |
| Gambar 3.4 Katalog Instagram Play With Pattero .....            | 26 |
| Gambar 3.5 Katalog Shopee Play With Pattero .....               | 27 |
| Gambar 3.6 Katalog Tokopedia Play With Pattero .....            | 27 |
| Gambar 3.7 Perkenalan dan wawancara dengan Pemilik .....        | 29 |
| Gambar 3.8 Profil Muhammad Rayhan Danindro .....                | 30 |
| Gambar 3.9 Konten yang diunggah Play With Pattero .....         | 32 |
| Gambar 3.10 Sosial Media dan E-commerce Play With Pattero ..... | 33 |
| Gambar 3.11 Logo Bertjorak .....                                | 34 |
| Gambar 3.12 Profile Instagram Bertjorak .....                   | 35 |
| Gambar 3.13 Konten Instagram Bertjorak .....                    | 35 |
| Gambar 3.14 Logo ISOOS Studios .....                            | 36 |
| Gambar 3.15 Profil Instagram Bertjorak .....                    | 36 |
| Gambar 3.16 Konten Instagram Bertjorak .....                    | 37 |
| Gambar 4.1 Refrensi Visual .....                                | 52 |
| Gambar 4.2 Warna .....  | 53 |
| Gambar 4.3 Font First Fun dan Varela Round .....                | 53 |
| Gambar 4.4 Logo Play With Pattero .....                         | 54 |
| Gambar 4.5 Maskot Play With Pattero .....                       | 54 |
| Gambar 4.6 Poster utama .....                                   | 55 |
| Gambar 4.7 <i>Poster Booth</i> .....                            | 57 |
| Gambar 4.8 <i>Key Opinion Leader (KOL) Video Content</i> .....  | 56 |
| Gambar 4.9 <i>Instagram Feeds</i> .....                         | 56 |
| Gambar 4.10 <i>Poster Challenge</i> .....                       | 57 |

|   |    |
|---|----|
| Gambar 4.11 <i>Booth</i> .....            | 58 |
| Gambar 4.12 <i>Twibbon</i> .....          | 58 |
| Gambar 4.13 <i>Instagram Filter</i> ..... | 59 |
| Gambar 4.14 <i>Pop Socket</i> .....       | 59 |
| Gambar 4.15 <i>Sticker</i> .....          | 59 |
| Gambar 4.16 <i>Tote bag</i> .....         | 60 |
| Gambar 4.17 <i>Thank You card</i> .....   | 60 |