

DAFTAR GAMBAR

Gambar 1.1 Konten <i>Instagram</i> Wahyoo Group.....	4
Gambar 1.2 Kerangka perancangan.....	9
Gambar 3.1 Logo Wahyoo Group.....	9
Gambar 3.2 <i>Website</i> resmi Wahyoo Group.....	27
Gambar 3.3 Isi pesan <i>website</i> resmi Wahyoo Group.....	27
Gambar 3.4 Media sosial Wahyoo Group.....	27
Gambar 3.5 Isi pesan pada akun <i>Instagram</i> Wahyoo Group.....	28
Gambar 3.6 Video profil Wahyoo Group.....	28
Gambar 3.7 Observasi sosial media Wahyoo Group dan TaniHub.....	31
Gambar 3.8 Logo TaniHub.....	37
Gambar 3.9 <i>Website</i> TaniHub.....	38
Gambar 3.10 Isi pesan pada <i>website</i> TaniHub.....	38
Gambar 3.11 Media sosial TaniHub.....	38
Gambar 3.12 Isi pesan pada <i>Instagram</i> TaniHub.....	39
Gambar 3.13 TVC (<i>Television Commercial</i>) TaniHub.....	39
Gambar 3.14 <i>Moodboard</i> target audiens.....	44
Gambar 3.15 <i>Moodboard</i> referensi visual.....	44
Gambar 4.1 Referensi visual.....	56
Gambar 4.2 <i>Color palette</i> Wahyoo Group.....	58
Gambar 4.3 <i>Font Goldplay</i> dan <i>Gotham Rounded</i>	58
Gambar 4.4 Logo Wahyoo Group.....	59
Gambar 4.5 Maskot Wahyoo Group.....	59
Gambar 4.6 <i>Print Ads (Attention)</i>	60
Gambar 4.7 <i>Billboard (Attention)</i>	61
Gambar 4.8 <i>Feed Instagram (Search)</i>	62
Gambar 4.9 <i>Feed Instagram Content (Search)</i>	62
Gambar 4.10 Xbanner dan <i>QR Code (Action)</i>	63

Gambar 4.11 <i>Voucher dan Merchandise</i>	63
--	----

DAFTAR TABEL

Tabel 3.1 Jadwal <i>activities</i>	36
Tabel 3.2 Matriks perbandingan.....	41
Tabel 3.3 Analisis SWOT.....	43
Tabel 4.1 <i>Activities primary target audience</i>	47
Tabel 4.2 <i>Activities secondart target audience</i>	49
Tabel 4.3 Metode AISAS.....	57
Tabel 4.4 <i>Timeline media</i>	64
Tabel 4.5 <i>Timeline event</i>	64

DAFTAR BAGAN

Bagan 4.1 Bagan perancangan pesan Wahyoo target primer.....	51
Bagan 4.2 Bagan perancangan pesan Wahyoo target sekunder.....	52