

DAFTAR GAMBAR

Gambar 2.1 Piramida <i>Brand Awareness</i>	9
Gambar 2.2 Media Sosial.....	10
Gambar 2.3 Situs <i>Streaming</i> – Twitch	11
Gambar 2.4 Poster Promosi Film Avengers: Endgame	12
Gambar 2.5 Billboard Promosi Film Animasi Ferdinand	12
Gambar 2.6 <i>Standee</i> Promosi Film Black Widow	13
Gambar 2.7 Matriks SWOT	14
Gambar 2.8 Ilustrasi Gambar Digital	18
Gambar 2.9 Sans Serif & Serif.....	18
Gambar 2.10 Lingkaran Warna.....	19
Gambar 2.11 <i>Color Tones</i>	19
Gambar 2.12 <i>Layout</i>	20
Gambar 3.1 Logo Eizper Chain	21
Gambar 3.2 NFT Eizper Chain	22
Gambar 3.3 Usia Responden.....	27
Gambar 3.4 Jenis Kelamin Responden	28
Gambar 3.5 Pekerjaan Responden	28
Gambar 3.6 Pengalam Bermain <i>Game</i> Responden	29
Gambar 3.7 Durasi Bermain <i>Game</i> Responden	29
Gambar 3.8 Media Informasi yang Digunakan Responden	30
Gambar 3.9 Perangkat Bermain <i>Game</i> Responden.....	30
Gambar 3.10 Skala Likert <i>Game</i> Genre RPG	31
Gambar 3.11 Skala Likert <i>Game</i> Genre <i>Simulation</i>	31
Gambar 3.12 <i>Awareness</i> Istilah <i>Blockchain</i>	32
Gambar 3.13 <i>Awareness</i> Pengertian <i>Blockchain</i>	32
Gambar 3.14 <i>Awareness</i> Istilah <i>Cryptocurrency</i>	32
Gambar 3.15 <i>Awareness</i> Pengertian <i>Cryptocurrency</i>	33

Gambar 3.16 <i>Awareness</i> Istilah NFT	33
Gambar 3.17 <i>Awareness</i> Pengertian NFT	34
Gambar 3.18 Pengalaman Bermain <i>Game</i> Berbasis Blockchain	34
Gambar 3.19 <i>Awareness Game</i> Berbasis <i>Blockchain</i> dapat Menghasilkan Penghasilan	35
Gambar 3.20 Ketertarikan untuk Bermain <i>Game</i> Berbasis Blockchain	35
Gambar 3.21 <i>Brand Awareness Game</i> Eizper Chain	36
Gambar 4.1 <i>Moodboard</i> Gaya Visual	40
Gambar 4.2 <i>Color Palette</i> Desain Promosi	41
Gambar 4.3 <i>Typeface</i> Optimus Princeps	41
Gambar 4.4 <i>Typeface</i> Fachada	42
Gambar 4.5 Tata Letak <i>Social Media Post</i> 1	42
Gambar 4.6 Tata Letak <i>Social Media Post</i> 2	42
Gambar 4.7 Tata Letak Stiker <i>Vending Machine</i>	43
Gambar 4.8 Tata Letak <i>Vending Machine</i>	43
Gambar 4.9 Tata Letak <i>Banner</i>	44
Gambar 4.10 Tata Letak <i>Standee</i> Karakter	44
Gambar 4.11 Usulan Visual <i>Social Media Post</i> 1	45
Gambar 4.12 Usulan Visual <i>Social Media Post</i> 2	45
Gambar 4.13 Usulan Visual <i>Social Media Post</i> 3	46
Gambar 4.14 Usulan Visual <i>Vending Machine</i> 1	47
Gambar 4.15 Usulan Visual <i>Vending Machine</i> 2	47
Gambar 4.16 Usual Visual <i>Banner</i> 1	48
Gambar 4.17 Usual Visual <i>Banner</i> 2	48
Gambar 4.18 Usulan Visual <i>Standee</i> Karakter 1	49
Gambar 4.19 Usulan Visual <i>Standee</i> Karakter 2	49