

## DAFTAR GAMBAR

Gambar 1.1 Bagan Kerangka Penelitian .....	6
Gambar 2.1 Kerangka Teori.....	19
Gambar 3.1 Logo Giok Scarf Apparel.....	20
Gambar 3.2 Produk Giok Scarf & Apparel.....	21
Gambar 3.3 Offline Store Jl. Ciliwung, Bandung.....	23
Gambar 3.4 Outlet Yogya Group, Bandung.....	23
Gambar 3.5 Instagram Giok.....	24
Gambar 3.6 Logo Pesaing.....	26
Gambar 3.7 Toko Pesaing.....	26
Gambar 3.8 Instagram Pesaing .....	27
Gambar 3.9 Logo Pesaing.....	27
Gambar 4.1 Konsep Pesan.....	32
Gambar 4.2 Layout & Gaya Visual.....	37
Gambar 4.3 Tipografi.....	38
Gambar 4.4 Warna .....	38
Gambar 4.5 Feeds Instagram Attention .....	40
Gambar 4.6 Mockup Feeds Instagram Attention .....	41
Gambar 4.7 Feeds Instagram Interest.....	41
Gambar 4.8 Mockup Feeds Instagram Interest .....	42
Gambar 4.9 Banner Interest .....	42
Gambar 4.10 Mockup Banner Interest.....	43
Gambar 4.11 Feeds Instagram Search.....	44
Gambar 4.12 Mockup Feeds Instagram Search .....	44
Gambar 4.13 Mockup Booth.....	45
Gambar 4.14 Twibbon Share .....	45
Gambar 4.15 Merchandise.....	46