

DAFTAR GAMBAR

Gambar 1.2 Bagan Kerangka Teori.....	6
Gambar 2. 1 Kesatuan	18
Gambar 2. 2 Keseimbangan.....	18
Gambar 2. 3 Penekanan	19
Gambar 2. 4 Irama/Ritme	19
Gambar 2. 5 Kesederhanaan	20
Gambar 2. 6 Proporsi.....	20
Gambar 2. 7 Titik.....	21
Gambar 2. 8 Bidang.....	21
Gambar 2. 9 Garis.....	22
Gambar 2. 10 Ruang	22
Gambar 2. 11 Warna.....	23
Gambar 2. 12 Tekstur	24
Gambar 2. 13 Serif.....	26
Gambar 2. 14 Sans Serif.....	26
Gambar 2. 15 Script.....	27
Gambar 2. 16 White Background Shots	29
Gambar 2. 17 Lifestyle Action Shots	29
Gambar 2. 18 Scale Shots.....	30
Gambar 2. 19 Ghost Mannequin Photography	30
Gambar 2. 20 Bagan Kerangka Teori.....	32
Gambar 3. 1 Logo UMKM KrisnaTex (Sumber: Data Pribadi).....	33
Gambar 3. 2 Produk KrisnaTex	35
Gambar 3. 3 Instagram KrisnaTex	36
Gambar 3. 4 Website KrisnaTex	37
Gambar 3. 5 Workshop KrisnaTex	40
Gambar 3. 6 Instagram KrisnaTex	41
Gambar 3. 7 Marketplace KrisnaTex	42
Gambar 3. 8 Wawancara G-Meet	43
Gambar 3. 9 Wawancara Whatsapp Chat	43
Gambar 3. 10 Logo Pamole.....	46
Gambar 3. 11 Produk Pamole.....	47
Gambar 3. 12 Feed Instagram Pamole.....	47
Gambar 3. 13 Feed Instagram Pamole.....	48
Gambar 3. 14 Feed Instagram Pamole.....	48
Gambar 3. 15 Logo Enigma	49
Gambar 3. 16 Produk Enigma	50
Gambar 3. 17 Feed Instagram Enigma	51
Gambar 3. 18 Feed Instagram Enigma	51
Gambar 3. 19 Feed Instagram Enigma	52
Gambar 4. 1 Konsep Pesan.....	58
Gambar 4. 2 Visual Khalayak Sasaran	60
Gambar 4. 3 Referensi Gaya Visual	61
Gambar 4. 4 Font The Mathline	62
Gambar 4. 5 Font Poppins	62

Gambar 4. 6 Warna..... 63
Gambar 4. 7 Booth..... 64
Gambar 4. 8 Banner..... 64
Gambar 4. 9 Poster 65
Gambar 4. 10 Feed Instagram..... 66
Gambar 4. 11 Merchandise..... 67