

3.4 Penarikan Kesimpulan.....	38
4.1 Tabel AISAS	43

DAFTAR GAMBAR

1.1 Kerangka Penelitian	7
3.1 Logo By Tenderly	29
3.2 Wawancara dengan <i>Owner</i>	30
3.3 Lokasi Produksi By Tenderly.....	31
3.4 Alat Produksi By Tenderly.....	32
3.5 Varian Rasa Coklat By Tenderly.....	32
3.6 Heavenly Chocolate Bali.....	37
4.1 <i>Big Idea</i>	41
4.2 Referensi Gaya Visual.....	44
4.3 Tone Warna By Tenderly.....	45
4.4 Font Blacker Sans.....	45
4.5 Font Montserat	46
4.6 Rancangan Poster	46
4.7 Rancangan Instagram Story.....	47
4.8 Rancangan Poster Interaktif	47
4.9 Rancangan Poster Promosi.....	48
4.10 Akun Instagram	49
4.11 Poster Kegiatan Promosi	50
4.12 Sharing Kegiatan Promosi.....	50

DAFTAR PUSTAKA