

## DAFTAR GAMBAR

Gambar 1. 1 Kerangka Penelitian .....	8
Gambar 2. 1 Piramida <i>Brand Awareness</i> .....	14
Gambar 2. 2 Diagram pengguna Instagram .....	25
Gambar 2. 3 Insight pengguna Tiktok.....	26
Gambar 2. 4 Copywriting.....	27
Gambar 2. 5 Tipografi.....	28
Gambar 2. 6 Layout.....	29
Gambar 2. 7 Warna .....	29
Gambar 2. 8 Fotografi .....	30
Gambar 2. 9 Ilustrasi .....	30
Gambar 2. 10 Moodboard .....	30
Gambar 2. 11 Gaya desain .....	31
Gambar 2. 12 Kesatuan (unity) .....	31
Gambar 2. 13 Keseimbangan (balance) .....	32
Gambar 2. 14 Proporsi (proportion).....	32
Gambar 2. 15 Irama (rhythm) .....	33
Gambar 2. 16 Dominasi (domination).....	33
Gambar 3. 1 Logo Galleraj.....	34
Gambar 3. 2 Struktur Organisasi.....	35
Gambar 3. 3 Produk Galleraj.....	35
Gambar 3. 4 Instagram Galleraj .....	38
Gambar 3. 5 Tiktok Galleraj .....	38
Gambar 3. 6 <i>Shoopee</i> Galleraj.....	38
Gambar 3. 7 Toko Galleraj.....	39
Gambar 3. 8 Wawancara dengan <i>owner</i> Galleraj.....	40
Gambar 3. 9 Logo Toko Milkan.....	47
Gambar 3. 10 Produk Toko Milkan .....	47
Gambar 3. 11 Logo Bytantisa .....	49
Gambar 3. 12 Produk Bytantisa .....	49
Gambar 4. 1 Konsep Visual .....	63
Gambar 4. 2 Konsep Warna .....	63

Gambar 4. 3 Konsep <i>Font</i> .....	64
Gambar 4. 4 Konsep <i>Layout</i> .....	64
Gambar 4. 5 Poster attention .....	69
Gambar 4. 6 Banner .....	69
Gambar 4. 7 Story Instagram .....	69
Gambar 4. 8 Feeds Instagram Galleraj.....	69
Gambar 4. 9 Tiktok Interest Galleraj .....	69
Gambar 4. 10 Poster Interest Galleraj .....	69
Gambar 4. 11 Instagram story Galleraj .....	69
Gambar 4. 12 Tiktok Interest Galleraj .....	69
Gambar 4. 13 Spotify Galleraj .....	69
Gambar 4. 14 Instagram story search.....	69
Gambar 4. 15 Website Galleraj.....	69
Gambar 4. 16 Tiktok Search Galleraj.....	69
Gambar 4. 17 Event Workshop Galleraj .....	69
Gambar 4. 18 Tiket.....	69
Gambar 4. 19 Voucher .....	69
Gambar 4. 20 X-banner.....	69
Gambar 4. 21 Instagram filter .....	69
Gambar 4. 22 Instagram story.....	69
Gambar 4. 23 Tiktok .....	69
Gambar 4. 24 Merchandise Galleraj .....	69