

DAFTAR GAMBAR

Gambar 2.1 Piramida Brand Awareness	15
Gambar 2.2 Layout	21
Gambar 2.3 Tipografi	22
Gambar 2.4 Ilustrasi.....	23
Gambar 2.5 Simbolisme.....	23
Gambar 2.6 Warna.....	24
Gambar 3.1 PT Lion Wings	26
Gambar 3.2 Produk Zact.....	26
Gambar 3.3 Instagram Zact.....	28
Gambar 3.4 Facebook Zact	28
Gambar 3.5 Twitter Zact.....	29
Gambar 3.6 Website Zact	29
Gambar 3.7 Wawancara SPG Zact.....	39
Gambar 3.8 Produk Formula Charcoal	40
Gambar 3.9 Produk Colgate Optic White	40
Gambar 3.10 AISAS Zact	42
Gambar 3.11 AISAS Formula.....	42
Gambar 3.12 AISAS Colgate.....	43
Gambar 4.1 Gaya Visual.....	53
Gambar 4.2 Referensi Visual Layout.....	53
Gambar 4.3 Referensi Event Stand Up Comedy	54
Gambar 4.4 Typeface BigNoodleTitling.....	54
Gambar 4.5 Typeface Open Sans.....	55
Gambar 4.6 Color Palette.....	55
Gambar 4.7 Design Background Stage	56
Gambar 4.8 Design Booth Zact.....	57
Gambar 4.9 Media Pendukung Poster	57
Gambar 4.10 Media Pendukung Flayer.....	58
Gambar 4.11 Media Pendukung Banner	59

Gambar 4.12 Media Pendukung Instagram Story	59
Gambar 4.13 Media Pendukung Instagram Feeds.....	60
Gambar 4.14 Media Pendukung Reels Instagram	60
Gambar 4.15 Media Pendukung Video Tiktok.....	61
Gambar 4.16 Desain Interactive Touch Screen	62
Gambar 4.17 Ticket Show	62
Gambar 4.18 Media Pendukung Merchandise	63