

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1.1 Kerangka Penelitian .....                         | 10 |
| Gambar 2.1 Dimensi warna <i>hue, value, saturation</i> ..... | 16 |
| Gambar 2.2 Warna <i>additive</i> (RGB) .....                 | 18 |
| Gambar 2.3 Warna <i>subtractive</i> (RYB/CMYK) .....         | 18 |
| Gambar 2.4 <i>Legability</i> .....                           | 20 |
| Gambar 2.5 <i>Readability</i> .....                          | 20 |
| Gambar 2.6 <i>Visibility</i> .....                           | 21 |
| Gambar 2.7 <i>Clarity</i> .....                              | 21 |
| Gambar 2.8 Contoh huruf <i>Serif</i> .....                   | 22 |
| Gambar 2.9 Contoh huruf <i>Sans Serif</i> .....              | 22 |
| Gambar 2.10 <i>Font Lucida</i> .....                         | 22 |
| Gambar 2.11 <i>Font Jokerman</i> .....                       | 23 |
| Gambar 2.12 <i>Product Life Cycle</i> .....                  | 27 |
| Gambar 2.13 <i>SWOT Matrix</i> .....                         | 31 |
| Gambar 2.14 Kerangka Teori .....                             | 35 |
| Gambar 3.1 Logo Klik Aqiqah .....                            | 36 |
| Gambar 3.2 Produk Klik Aqiqah .....                          | 38 |
| Gambar 3.3 Logo Aqiqah86 .....                               | 42 |
| Gambar 3.4 Instagram <i>Feeds</i> Aqiqah86 .....             | 43 |
| Gambar 3.5 Website Aqiqah86 .....                            | 44 |
| Gambar 3.6 Youtube Aqiqah86 .....                            | 45 |
| Gambar 3.7 Facebook Aqiqah86 .....                           | 45 |
| Gambar 3.8 Kemasan Aqiqah86 .....                            | 46 |
| Gambar 3.9 <i>Signage</i> Aqiqah86 .....                     | 47 |
| Gambar 3.10 <i>X-Banner</i> Aqiqah86 .....                   | 47 |
| Gambar 3.11 <i>Wall Banner</i> Aqiqah86 .....                | 48 |
| Gambar 3.12 <i>Greeting Card</i> Aqiqah86 .....              | 48 |
| Gambar 3.13 Sertifikat Aqiqah86 .....                        | 49 |
| Gambar 3.14 Logo Aqiqah Saung Domba .....                    | 49 |

|   |    |
|---|----|
| Gambar 3.15 Instagram <i>Feeds</i> Aqiqah Saung Domba ..... | 50 |
| Gambar 3.16 Website Aqiqah Saung Domba .....                | 51 |
| Gambar 3.17 Youtube Aqiqah Saung Domba .....                | 52 |
| Gambar 3.18 Facebook Aqiqah Saung Domba .....               | 52 |
| Gambar 3.19 Kemasan Aqiqah Saung Domba .....                | 53 |
| Gambar 3.20 Sertifikat Aqiqah Saung Domba .....             | 54 |
| Gambar 3.21 <i>Souvenir</i> Aqiqah Saung Domba .....        | 54 |
| Gambar 3.22 Logo Aqiqah Pelangi .....                       | 55 |
| Gambar 3.23 Instagram <i>Feeds</i> Pelangi Aqiqah .....     | 56 |
| Gambar 3.24 Website Pelangi Aqiqah .....                    | 57 |
| Gambar 3.25 Youtube Pelangi Aqiqah .....                    | 58 |
| Gambar 3.26 Facebook Pelangi Aqiqah .....                   | 58 |
| Gambar 3.27 Kemasan Pelangi Aqiqah .....                    | 59 |
| Gambar 3.28 <i>Signage</i> Pelangi Aqiqah .....             | 59 |
| Gambar 3.29 <i>X-Banner</i> Pelangi Aqiqah .....            | 60 |
| Gambar 3.30 <i>Flyer</i> Pelangi Aqiqah .....               | 60 |
| Gambar 3.31 <i>Souvenir</i> Pelangi Aqiqah .....            | 61 |
| Gambar 3.32 Instagram <i>Feeds</i> Klik Aqiqah .....        | 62 |
| Gambar 3.33 Website Klik Aqiqah .....                       | 63 |
| Gambar 3.34 Youtube Klik Aqiqah .....                       | 64 |
| Gambar 3.35 Facebook Klik Aqiqah .....                      | 64 |
| Gambar 3.36 Kemasan Klik Aqiqah .....                       | 65 |
| Gambar 3.37 <i>Flyer</i> Klik Aqiqah .....                  | 65 |
| Gambar 3.38 <i>Signage</i> Klik Aqiqah .....                | 66 |
| Gambar 3.39 <i>X-Banner</i> Klik Aqiqah .....               | 66 |
| Gambar 3.40 <i>Event Desk</i> Klik Aqiqah .....             | 67 |
| Gambar 3.41 <i>Wall Banner</i> Klik Aqiqah .....            | 67 |
| Gambar 3.42 Maskot Klik Aqiqah .....                        | 68 |
| Gambar 3.43 <i>Greeting Card</i> Klik Aqiqah .....          | 68 |
| Gambar 3.44 Sertifikat Klik Aqiqah .....                    | 69 |

|   |     |
|---|-----|
| Gambar 3.45 <i>Souvenir</i> Klik Aqiqah .....                         | 69  |
| Gambar 3.46 Dokumentasi wawancara narasumber 1 .....                  | 72  |
| Gambar 3.47 Data Informasi Klik Aqiqah .....                          | 73  |
| Gambar 3.48 Dokumentasi wawancara narasumber 2 .....                  | 74  |
| Gambar 3.49 Grafik data jenis kelamin responden .....                 | 76  |
| Gambar 3.50 Grafik data rentang usia responden .....                  | 76  |
| Gambar 3.51 Grafik data domisili responden .....                      | 77  |
| Gambar 3.52 Grafik data pengeluaran satu bulan responden .....        | 77  |
| Gambar 3.53 Grafik data sistem memesan produk responden .....         | 78  |
| Gambar 3.54 Grafik data media sosial responden .....                  | 78  |
| Gambar 3.55 Grafik data pengalaman aqiqah responden .....             | 78  |
| Gambar 3.56 Jenis-jenis logo .....                                    | 79  |
| Gambar 3.57 Grafik data jenis logo bagi responden .....               | 79  |
| Gambar 3.58 Referensi <i>pattern</i> .....                            | 80  |
| Gambar 3.59 Grafik data referensi <i>pattern</i> bagi responden ..... | 80  |
| Gambar 3.60 <i>Color palette</i> .....                                | 81  |
| Gambar 3.61 Grafik data <i>color palette</i> bagi responden .....     | 81  |
| Gambar 3.62 Instagram <i>grid</i> .....                               | 81  |
| Gambar 3.63 Grafik data instagram <i>grid</i> bagi responden .....    | 82  |
| Gambar 3.64 Penggayaan visual .....                                   | 82  |
| Gambar 3.65 Grafik data penggayaan visual bagi responden .....        | 83  |
| Gambar 3.66 <i>Product Life Cycle</i> Klik Aqiqah .....               | 95  |
| Gambar 4.1 <i>Mind Mapping</i> Klik Aqiqah .....                      | 107 |
| Gambar 4.2 <i>Moodboard Brand Guidelines</i> Klik Aqiqah .....        | 108 |
| Gambar 4.3 Konsep Tipografi Klik Aqiqah .....                         | 109 |
| Gambar 4.4 Konsep Tipografi Klik Aqiqah .....                         | 110 |

|   |     |
|---|-----|
| Gambar 4.5 Konsep Warna Brand Guidelines Klik Aqiqah .....            | 111 |
| Gambar 4.6 Konsep Ilustrasi <i>Brand Guidelines</i> Klik Aqiqah ..... | 112 |
| Gambar 4.7 <i>Picture Bottom</i> .....                                | 113 |
| Gambar 4.8 <i>Flush Right</i> .....                                   | 113 |
| Gambar 4.9 <i>Business Model Canvas</i> Klik Aqiqah .....             | 118 |
| Gambar 4.10 Perancangan Sketsa Secara Digital .....                   | 119 |
| Gambar 4.11 Filosofi Logogram Klik Aqiqah .....                       | 120 |
| Gambar 4.12 Filosofi Logotype Klik Aqiqah .....                       | 121 |
| Gambar 4.13 <i>Main Lockup</i> Logo Klik Aqiqah .....                 | 121 |
| Gambar 4.14 Konfigurasi Logo Klik Aqiqah .....                        | 121 |
| Gambar 4.15 Konsep <i>Pattern Brand Guidelines</i> Klik Aqiqah .....  | 122 |
| Gambar 4.16 <i>Pattern</i> Klik Aqiqah .....                          | 122 |
| Gambar 4.17 Pengaplikasian <i>Pattern</i> Klik Aqiqah .....           | 123 |
| Gambar 4.18 Aset Ilustrasi Klik Aqiqah .....                          | 124 |
| Gambar 4.19 <i>Business Card</i> Klik Aqiqah .....                    | 125 |
| Gambar 4.20 <i>Invoice</i> dan <i>Letterhead</i> Klik Aqiqah .....    | 126 |
| Gambar 4.21 <i>Dieline</i> Kemasan Klik Aqiqah .....                  | 127 |
| Gambar 4.22 <i>Paper Belt</i> Klik Aqiqah .....                       | 128 |
| Gambar 4.23 <i>Greeting Card</i> Klik Aqiqah .....                    | 129 |
| Gambar 4.24 <i>Paper Bowl</i> Klik Aqiqah .....                       | 130 |
| Gambar 4.25 <i>Landing Page</i> Website Klik Aqiqah .....             | 131 |
| Gambar 4.26 <i>Signage</i> Klik Aqiqah .....                          | 132 |
| Gambar 4.27 <i>Roll Banner</i> Klik Aqiqah .....                      | 133 |
| Gambar 4.28 <i>Event Desk</i> Klik Aqiqah .....                       | 134 |
| Gambar 4.29 <i>Instagram Feeds</i> Klik Aqiqah .....                  | 135 |
| Gambar 4.30 <i>Instagram Story</i> Klik Aqiqah .....                  | 136 |

|  |     |
|--|-----|
| Gambar 4.31 <i>E-Menu</i> Klik Aqiqah .....        | 137 |
| Gambar 4.32 Map dan Sertifikat Klik Aqiqah .....   | 138 |
| Gambar 4.33 <i>Mug</i> Klik Aqiqah .....           | 139 |
| Gambar 4.34 <i>Spunbound Bag</i> Klik Aqiqah ..... | 140 |