

DAFTAR GAMBAR

Gambar 1.1 Kerangka Penelitian	9
Gambar 2.1 Kerangka Teori.....	21
Gambar 3. 1 Dinas Lingkungan Hidup Bandung.....	22
Gambar 3 2 Struktur Organisasi DLH Kab. Bandung	24
Gambar 3.3 Data Sponsor Then Blank	25
Gambar 3.4 Negara Pengimpor Baju Bekas Terbanyak	26
Gambar 3.5 Impor pakaian bekas di Indonesia.....	27
Gambar 3.6 Diagram Komposisi sampah di Bandung.....	28
Gambar 3.7 Trend Thrifting.....	29
Gambar 3.8 Trend Thrifting.....	29
Gambar 3.9 Wawancara Narasumber	30
Gambar 3.10 Diagram Jenis Kelamin	31
Gambar 3.11 Diagram Usia.....	31
Gambar 3.12 Diagram Mengetahui Trend Thrifting.....	32
Gambar 3.13 Diagram Thrifting	32
Gambar 3.14 Diagram Thrifting	33
Gambar 3.15 Diagram Thrifting	33
Gambar 3.16 Diagram Dampak Thrifting.....	34
Gambar 3.17 Diagram Dampak Thrifting.....	34
Gambar 3.18 Diagram Kampanye Thrifting.....	35
Gambar 3.19 Diagram Sumber Informasi.....	35
Gambar 3.20 Diagram Copywriting dalam Informasi	36
Gambar 3.21 Diagram Tipografi dalam Informasi	36
Gambar 3.22 Grafik Informasi Menarik	37
Gambar 3.23 Target Audiens	38
Gambar 4.1 Konsep Pesan	45
Gambar 4.2 Font Gloomy Things	47
Gambar 4.3 Font Times New Normal.....	47

Gambar 4.4 Perancangan Warna.....	48
Gambar 4.5 Referensi Visual	48
Gambar 4.6 Poster	52
Gambar 4.7 Poster	53
Gambar 4.8 Poster	54
Gambar 4.9 Flyer	55
Gambar 4.10 Brosur Luar	56
Gambar 4.11 Brosur Dalam	57
Gambar 4.12 Feeds Instagram.....	58
Gambar 4.13 Video Teaser	59
Gambar 4.14 Website.....	60
Gambar 4.15 Website.....	61
Gambar 4.16 Website.....	61
Gambar 4.17 Denah Exhibition.....	62
Gambar 4.18 Denah Exhibition.....	63
Gambar 4.19 Poster	63
Gambar 4.20 X Banner	64
Gambar 4.21 Merchandise	66