

## DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan .....	7
Gambar 2. 1 Bidang.....	17
Gambar 2. 2 Garis .....	17
Gambar 2. 3 Ruang.....	18
Gambar 2. 4 Warna Primer.....	28
Gambar 2. 5 Warna Sekunder .....	19
Gambar 2. 6 Wana Tersier.....	19
Gambar 2. 7 Tekstur .....	20
Gambar 2. 8 Value .....	20
Gambar 2. 9 Ukuran .....	20
Gambar 2. 10 Kerangka Teori.....	21
Gambar 3. 1 Logo Tropicana Slim.....	22
Gambar 3. 2 Produk Tropicana Slim Low Fat Milk.....	22
Gambar 3. 3 Instagram Tropicana Slim .....	23
Gambar 3. 4 Tiktok Tropicana Slim.....	24
Gambar 3. 5 Facebook Tropicana Slim.....	24
Gambar 3. 6 Twitter Tropicana Slim.....	25
Gambar 3. 7 Youtube Tropicana Slim.....	25
Gambar 3. 8 Website Tropicana Slim .....	26
Gambar 3. 9 Diagram Gender Responden.....	27
Gambar 3. 10 Diagram Usia Responden .....	28
Gambar 3. 11 Diagram Kesibukan Responden .....	28
Gambar 3. 12 Diagram Penghasilan Responden .....	28
Gambar 3. 13 Diagram Data Behavior Responden .....	29

Gambar 3. 14 Diagram Ketertarikan Terhadap Healthy Lifestyle .....	29
Gambar 3. 15 Diagram data Aktivitas Responden .....	29
Gambar 3. 16 Diagram Data Pola Makan Responden.....	30
Gambar 3. 17 Diagram Ketertarikan Terhadap Produk Sehat Instan .....	30
Gambar 3. 18 Diagram Faktor Keputusan Pembelian Produk .....	31
Gambar 3. 19 Diagram Pengetahuan Terhadap Low Fat Milk.....	31
Gambar 3. 20 Diagram Konsumen Low Fat Milk.....	32
Gambar 3. 21 Diagram Awareness Terhadap Brand Tropicana Slim.....	32
Gambar 3. 22 Diagram Awareness Terhadap Produk Tropicana Slim .....	32
Gambar 3. 23 Diagram Awareness Terhadap Tropicana Slim Low Fat Milk.....	33
Gambar 3. 24 Diagram Ketertarikan Produk Tropicana Slim Low Fat Milk.....	33
Gambar 3. 25 Diagram Awareness Produk Slim Low Fat Milk .....	34
Gambar 3. 26 Diagram Data Responden Terhadap Produk ow Fat Milk .....	34
Gambar 3. 27 Diagram Awareness Iklan Tropicana Slim Low Fat Milk.....	34
Gambar 3. 28 Diagram Ketertarikan Produk Berdasarkan Iklan .....	35
Gambar 3. 29 Dokumentasi Wawancara .....	35
Gambar 3. 30 Logo WRP .....	37
Gambar 3. 31 Instagram WRP.....	38
Gambar 3. 32 facebook WRP .....	38
Gambar 3. 33 Twitter WRP.....	39
Gambar 3. 34 Youtube WRP .....	39
Gambar 3. 35 Website WRP .....	40
Gambar 3. 36 Logo Slim&fit .....	40
Gambar 3. 37 Instagram Slim&Fit .....	41
Gambar 3. 38 Tiktok Slim&Fit .....	41

Gambar 3. 39 Facebook Slim&Fit.....	42
Gambar 3. 40 Youtube Slim&Fit .....	42
Gambar 3. 41 Website Slim&Fit .....	43
Gambar 3. 42 Informasi iet pada Website Slim&fit.....	43
Gambar 4. 1 Big Idea .....	48
Gambar 4. 2 Moodboard Design .....	53
Gambar 4. 3 Font KG Corner of the sky .....	53
Gambar 4. 4 Font Poppins .....	53
Gambar 4. 5 Color Pallet Design.....	54
Gambar 4. 6 Billboard Attention .....	56
Gambar 4. 7Instagram Feeds Attention.....	57
Gambar 4. 8Poster Attntion.....	58
Gambar 4. 9 X-Banner Interest .....	59
Gambar 4. 10 Poster Intrest.....	59
Gambar 4. 11Instagram Feeds Interest.....	60
Gambar 4. 12 Instagram Feeds Search.....	60
Gambar 4. 13 Website Search .....	61
Gambar 4. 14 Panggung Event.....	62
Gambar 4. 15 Instagram Story Challenge Action .....	63
Gambar 4. 16 Testimoni Website.....	63
Gambar 4. 17 Mercchandise.....	64