

DAFTAR GAMBAR

Gambar 1. 1 Kerangka Perancangan	7
Gambar 2. 1 Ruang Negatif	19
Gambar 2. 2 Jenis-Jenis garis.....	20
Gambar 2. 3 Contoh-Contoh Bentuk	20
Gambar 2. 4 Perbandingan Skala Bentuk	21
Gambar 2. 5 Roda Warna.....	21
Gambar 2. 6 Macam-Macam Tekstur	22
Gambar 2. 7 Nilai dalam Warna	22
Gambar 3. 1 Logo JayJay School.....	26
Gambar 3. 2 Instagram JayJay School	31
Gambar 3. 3 Website JayJay School	31
Gambar 3. 4 Youtube JayJay School	32
Gambar 3. 5 Akun Facebook JayJay School.....	33
Gambar 3. 6 LinkedIn JayJay School	33
Gambar 3. 7 TikTok JayJay School	34
Gambar 3. 8 Perfroma Instagram JayJay School	38
Gambar 3. 9 Frekuensi Posting Instagram JayJay School	39
Gambar 3. 10 Wawancara Pihak JayJay	40
Gambar 3. 11 Wawancara User	41
Gambar 3. 12 Website Digital Marketing School	49
Gambar 3. 13 Website Revou	52
Gambar 4. 1 Konsep Pesan	60
Gambar 4. 2 IBM Plex Sans.....	65
Gambar 4. 3 Konsep Warna	65
Gambar 4. 4 Referensi Visual	66
Gambar 4. 5 Rancangan Attention	66
Gambar 4. 6 Rancangan Interest	67
Gambar 4. 7 Rancangan Search Feeds Instagram	68
Gambar 4. 8 Rancangan Search Landing Page	69
Gambar 4. 9 Rancangan Search Poster	69
Gambar 4. 10 Rancangan Search Media Luar Ruang	70
Gambar 4. 11 Rancangan Action	71
Gambar 4. 12 Rancangan Share Merchandise	72
Gambar 4. 13 Rancangan Share Kompetisi Desain	72