

DAFTAR GAMBAR

1.1 Kerangka Penelitian.....	9
2.1 Warna.....	20
2.2 Contoh Serif.....	21
2.3 Contoh Sans Serif.....	22
2.4 Contoh Script.....	22
2.5 Kerangka Teori.....	24
3.1 Logo PT. Taman Langit Jaya Wisata.....	25
3.2 Logo Tepian Langit Girang.....	26
3.3 Camping Ground.....	27
3.4 Panggung Tepian Langit Girang.....	28
3.5 <i>Trekking</i> Tepian Langit Girang.....	28
3.6 <i>Rafting</i> Tepian Langit Girang.....	29
3.7 <i>Campervan</i> Tepian Langit Girang.....	29
3.8 <i>Fun Games</i> dan <i>Outbound</i> Tepian Langit Girang.....	30
3.9 Ruang Bilas dan Ruang Ganti.....	31
3.10 Toilet.....	31
3.11 Lahan Parkir.....	32
3.12 Mushola.....	33
3.13 Kantin.....	33
3.14 Aula Istirahat.....	34
3.15 Profil Instagram Tepian Langit Girang.....	35
3.16 Logo Pop Mie.....	35
3.17 Varian Rasa Pop Mie.....	36

3.18 <i>Consumer Journey</i>	38
3.19 Wawancara.....	41
3.20 Observasi.....	43
3.21 Situ Cileunca.....	49
3.22 <i>Camping Ground</i> Situ Cileunca.....	50
3.23 <i>Rafting</i> Situ Cileunca.....	50
3.24 <i>Glamping</i> Situ Cileunca.....	51
3.25 <i>Paintball</i> Situ Cileunca.....	51
3.26 Media Sosial Situ Cileunca.....	52
3.27 Logo Teras Danoe.....	52
3.28 <i>Wedding Venue</i> Teras Danoe.....	53
3.29 Villa Teras Danoe.....	54
3.30 <i>Rafting</i> Teras Danoe.....	54
3.31 <i>Camping Ground</i> Teras Danoe.....	55
3.32 ATV Teras Danoe.....	55
3.33 Media Sosial Teras Danoe.....	56
4.1 Bagan Strategi Pesan.....	64
4.2 <i>Moodboard</i> Target Audiens.....	69
4.3 Referensi Visual.....	70
4.4 <i>Font</i>	71
4.5 Warna.....	71
4.6 Sketsa Logo <i>Event</i>	73
4.7 Logo <i>Event</i>	74

4.8 Sketsa Poster <i>Attention</i>	74
4.9 Desain Poster <i>Attention</i>	75
4.10 Mockup Billboard, <i>Out of Home</i> MRT Jakarta, Instagram Ads.....	75
4.11 Sketsa <i>Ambient Media</i>	76
4.12 Desain <i>Ambient Media</i>	76
4.13 Mockup <i>Ambient Media</i>	77
4.14 Sketsa Instagram <i>Feeds</i> 1.....	77
4.15 Instagram <i>Feeds</i> 1.....	78
4.16 Sketsa Instagram <i>Feeds</i> 2.....	78
4.17 Instagram <i>Feeds</i> 2.....	79
4.18 Sketsa Poster <i>Interest</i>	79
4.19 Poster <i>Interest</i>	80
4.20 Mockup <i>Out of Home</i> MRT Jakarta dan Instagram Ads.....	80
4.21 Sketsa Instagram <i>Feeds</i> 3.....	81
4.22 Instagram <i>Feeds</i> 3.....	81
4.23 Sketsa Instagram <i>Feeds</i> 4.....	82
4.24 Instagram <i>Feeds</i> 4.....	82
4.25 Sketsa Instagram <i>Feeds</i> 5.....	83
4.26 Instagram <i>Feeds</i> 5.....	83
4.27 Sketsa Instagram <i>Feeds</i> 6.....	84
4.28 Instagram <i>Feeds</i> 6.....	84
4.29 Sketsa Instagram <i>Feeds</i> 7.....	85
4.30 Instagram <i>Feeds</i> 7.....	85

4.31 Sketsa Instagram <i>Feeds</i> 8.....	86
4.32 Instagram <i>Feeds</i> 8.....	86
4.33 Sketsa Instagram <i>Feeds</i> 9.....	87
4.34 Instagram <i>Feeds</i> 9.....	87
4.35 Sketsa Instagram <i>Feeds</i> 10.....	88
4.36 Instagram <i>Feeds</i> 10.....	88
4.37 Sketsa Instagram <i>Feeds</i> 11.....	89
4.38 Instagram <i>Feeds</i> 11.....	89
4.39 Sketsa Instagram <i>Feeds</i> 12.....	90
4.40 Instagram <i>Feeds</i> 12.....	90
4.41 Sketsa Instagram <i>Feeds</i> 13.....	91
4.42 Instagram <i>Feeds</i> 13.....	91
4.43 Sketsa Instagram <i>Feeds</i> 14.....	92
4.44 Instagram <i>Feeds</i> 14.....	92
4.45 Sketsa Instagram <i>Feeds</i> 15.....	93
4.46 Instagram <i>Feeds</i> 15.....	93
4.47 Sketsa <i>Website</i>	94
4.48 <i>Website</i>	94
4.49 <i>Booth</i> Tiket.....	97
4.50 Sketsa dan Desain Gerbang Panggung.....	97
4.51 Sketsa dan Desain <i>Booth</i> Pop Mie.....	98
4.52 <i>Photobox</i>	98
4.53 <i>Photobooth</i> Rafting.....	99

4.54 <i>Experience Booth Camping dan Campervan</i>	99
4.55 Panggung.....	100
4.56 <i>X-Banner</i>	100
4.57 <i>Flag Banner</i>	101
4.58 Sketsa Gelang Tiket.....	101
4.59 Desain Gelang Tiket.....	102
4.60 Gelang Tiket.....	102
4.61 <i>Merchandise</i>	103
4.62 Sketsa Filter Instagram.....	103
4.63 Desain Filter Instagram.....	104
4.64 <i>Mockup Filter Instagram</i>	104
4.65 Sketsa <i>Photostrip</i>	105
4.66 <i>Photostrip</i>	106