

Daftar Gambar

Gambar 2. 1 Warna.....	18
Gambar 2. 2 Font Serif.....	19
Gambar 2. 3 Font Sans Serif	20
Gambar 2. 4 Font Script	20
Gambar 2. 5 Kerangka Tabel.....	21
Gambar 3. 1 Logo Perum Perhutani.....	22
Gambar 3. 2 Logo Fujifilm	23
Gambar 3. 3 Destinasi Wisata Taman Kopi Guntang.....	24
Gambar 3. 4 Coffee Shop.....	25
Gambar 3. 5 Camping Ground	26
Gambar 3. 6 Villa	27
Gambar 3. 7 Glamping.....	28
Gambar 3. 8 Amphitheater	28
Gambar 3. 9 Parkir	29
Gambar 3. 10 Toilet.....	30
Gambar 3. 11 Stopkontak.....	30
Gambar 3. 12 Akun Instagram Taman Kopi Guntang.....	31
Gambar 3. 13 Akun Tiktok Taman Kopi Guntang	32
Gambar 3. 14 Berti Rimayanti	33
Gambar 3. 15 Wawancara	35
Gambar 3. 16 Observasi.....	36
Gambar 4. 1 Strategi pesan	48
Gambar 4. 2 Aset visual	53
Gambar 4. 3 Referansi Visual	54
Gambar 4. 4 Font	55
Gambar 4. 5 Warna.....	55
Gambar 4. 6 Sketsa billboard	56
Gambar 4. 7 Digital billboard	57
Gambar 4. 8 Mockup billboard.....	57
Gambar 4. 9 Poster (gojek)	58
Gambar 4. 10 Ambient Media.....	59
Gambar 4. 11 video reels.....	59
Gambar 4. 12 Sketsa Poster Challenge	60
Gambar 4. 13 poster challenge.....	61
Gambar 4. 14 Mockup instagram ads	62
Gambar 4. 15 Sketsa Feeds Instagram	63
Gambar 4. 16 Photobooth	64
Gambar 4. 17 Feeds Villa.....	65
Gambar 4. 18 Maps Taman Kopi Guntang	65
Gambar 4. 19 Feeds Coffee shop	66

Gambar 4. 20 Feeds Guntang Photobooth challenge	66
Gambar 4. 21 Feeds Glamping	67
Gambar 4. 22 Feeds Merchandise	67
Gambar 4. 23 Feeds Camping Ground	68
Gambar 4. 24 Feeds Visit Us	68
Gambar 4. 25 Mouckup Instagram	69
Gambar 4. 26 Website	70
Gambar 4. 27 Header Website	71
Gambar 4. 28 Instalasi fotoboth	72
Gambar 4. 29 Voucher	72
Gambar 4. 30 X – banner	73
Gambar 4. 31 Umbul-umbul	74
Gambar 4. 32 Photostrip	75
Gambar 4. 33 Merchandise	76