

## DAFTAR GAMBAR

Gambar 2. 1 Piramida Brand Awareness.....	19
Gambar 2. 2 Tipografi Serif dan Sans Serif .....	28
Gambar 2. 3 Warna .....	28
Gambar 2. 4 Kerangka Teori.....	31
Gambar 3. 1 Logo Match Group Inc .....	32
Gambar 3. 2 Logo Tinder.....	33
Gambar 3. 3 Aplikasi Tinder .....	34
Gambar 3. 4 Pesan Tinder.....	35
Gambar 3. 5 Explore Aplikasi Tinder .....	36
Gambar 3. 6 Instagram Tinder Indonesia .....	40
Gambar 3. 7 Tiktok Tinder Indonesia .....	40
Gambar 3. 8 Youtube Tinder Southeast Asia .....	41
Gambar 3. 9 Facebook Tinder Indonesia.....	42
Gambar 3. 10 X Tinder Indonesia .....	43
Gambar 3. 11 Website Tinder .....	43
Gambar 3. 12 Data AOI .....	45
Gambar 3. 13 Data Wawancara.....	49
Gambar 3. 14 Logo Aplikasi Bumble.....	52
Gambar 3. 15 Logo Aplikasi Tantan .....	54
Gambar 3. 16 AISAS Tinder.....	55
Gambar 3. 17 AISAS Bumble.....	56
Gambar 4. 1 Gaya Visual.....	65
Gambar 4. 2 Layout .....	65
Gambar 4. 3 Elemen Visual .....	66
Gambar 4. 4 Gaya Tipografi .....	66
Gambar 4. 5 Font Montserrat .....	67
Gambar 4. 6 Font Moelle .....	67
Gambar 4. 7 Warna .....	67
Gambar 4. 8 Aplikasi Tinder Opening .....	70
Gambar 4. 9 Aplikasi Tinder Popup Women’s March .....	71
Gambar 4. 10 Aplikasi Tider “Swipe” .....	72
Gambar 4. 11 Aplikasi Tinder “Room Chat” .....	72
Gambar 4. 12 Aplikasi Tinder “Explore” .....	73
Gambar 4. 13 Poster.....	74
Gambar 4. 14 Feed Instagram .....	75
Gambar 4. 15 Mokup Feed Instagram.....	75
Gambar 4. 16 Story Instagram .....	76
Gambar 4. 17 Billboard.....	76
Gambar 4. 18 Mokup Billboard .....	77
Gambar 4. 19 Merchandise .....	77