

DAFTAR GAMBAR

Gambar 2.1 Elemen Dasar Karton Lipat	12
Gambar 2.2Karton lipat Starlight Tuck End	14
Gambar 2.3 Karton lipat Reverse Tuck End (RTE).....	14
Gambar 2.4 Karton lipat Simplex Tray.....	15
Gambar 2.5 Kotak One-Pice Tuck Top	15
Gambar 2.6 Kotak Double Glued Sidewall	16
Gambar 2.7 Kotak Holster	16
Gambar 2.8 Kotak Slongsong (sleeve)	17
Gambar 2.9 Kotak Sisipan (insert).....	17
Gambar 2.10 Kotak dengan Jendela	18
Gambar 2.11 Contoh Karton Bentuk Unik	18
Gambar 2.12 Contoh Kotak Pintu Bukaan Ganda	18
Gambar 2.13 Box persegi	19
Gambar 2.14 Box tabung	19
Gambar 2.15 Box custoam.....	20
Gambar 2.16 Material Ivory	21
Gambar 2.17 Material karton Art.....	21
Gambar 2.18 Material karton Duplex	22
Gambar 2.19 Material Micro-Flute.....	22
Gambar 2.20 Logo Dapur Ibu Alka	28
Gambar 2.21 Logo Dapur Ibu Alka (tanpa tagline).....	28
Gambar 2.22 Proses Pengemasan Dapur Ibu Alka	30
Gambar 2.23 Produk Kue Kering “Dapur Ibu Alka”	31
Gambar 2.24 hampers varian Large.....	32
Gambar 2.25 hampers	32
Gambar 2.26 Toko Kue Kering Pelangi Rasa.....	36
Gambar 2.27 Kemasan Hampers Pelangi Rasa.....	36
Gambar 2.28 Gifhampers_cikarang	37
Gambar 2.29 Hampers kain tile	38
Gambar 2.30 Hampers kain tile	38
Gambar 2.31 Hampers kain tile	39
Gambar 2.32 Galery Kriya Bedas	41
Gambar 2.33 produk yang di jual di Galery Kriya Bedas.....	41
Gambar 2.34 Hasil Gender Koresponden Kuesioner.....	44
Gambar 2.35 Hasil Umur Koresponden Kuesioner	44
Gambar 2.36 Hasil Kegiatan Koresponden Kuesioner	45
Gambar 2.37 Hasil Rutinitas Pembelian Koresponden Kuesioner	45
Gambar 2.38 Hasil Tujuan Pembelian Koresponden Kuesioner	45
Gambar 2.39 Hasil Pilihan Kue yang disukai Koresponden Kuesioner	46
Gambar 2.40 Hasil Pilihan Pertimbangan Dalam Memilih Produk Koresponden Kuesioner	46
Gambar 2.41 Tempat Koresponden Kuesioner membeli hampers	47
Gambar 2.42 Moodboard personal	47
Gambar 2.43 Moodboard yang dipilih.....	47
Gambar 2.44 Opsi design preference user	48

Gambar 2.45 Opsi design preference user yang dipilih.....	48
Gambar 3.1 Rancangan Penelitian.....	50
Gambar 3.2 Proses Perancangan Kemasan For E-Comerce	53
Gambar 4.1 logo merek.....	59
Gambar 4.2 User Persona	60
Gambar 4.3 Karton Ivory	67
Gambar 4.4 material karton Duplex.....	67
Gambar 4.5 Micro-Flute	67
Gambar 4.6 Kotak Sisipan (insert).....	70
Gambar 4.7 Sistem Pengunci Karton Manual.....	71
Gambar 4.8 Mind Mapp.....	75
Gambar 4.9 Modboard	75
Gambar 4.10 sketsa Alternatif Hampers Large.....	76
Gambar 4.11 sketsa Alternatif 2 Hampers Large.....	77
Gambar 4.12 Sketsa Alternatif Hampers Small	77
Gambar 4.13 Sketsa Alternatif 2 Hampers Small	78
Gambar 4.14 Zoning Hampers Varian Large	79
Gambar 4.15 Blocking Hampers Varian Large	79
Gambar 4.16 Zoning Hampers Varian Small	80
Gambar 4.17 Blocking Hampers Varian Small.....	80
Gambar 4.18 Sketsa Final Hampers Large	81
Gambar 4.19 Sketsa Final Hampers Small	81
Gambar 4.20 Konstruksi Hampers Varian Large	82
Gambar 4.21 Konstruksi Hampers Varian Small	82
Gambar 4.22 Gambar Teknik Kemasan Hampers Large.....	83
Gambar 4.23 Gambar Teknik Sisipan (insert)	84
Gambar 4.24 Gambar Exploded View Hampers Large	84
Gambar 4.25 Gambar Teknik Kemasan Hampers Small.....	85
Gambar 4.26 Gambar Teknik Sisipan (insert)	85
Gambar 4.27 Gambar Exploded View Hampers Small	86
Gambar 4.28 Label Kemasan Toples 500gr	86
Gambar 4.29 Dielines Kemasan Hampers Large.....	87
Gambar 4.30 Dielines Perwajahan Kemasan Hampers Large	87
Gambar 4.31 Design Kartu Ucapan 1	88
Gambar 4.32 Label Kemasan Toples 300gr	88
Gambar 4.33 Dielines Kemasan Hampers Small.....	89
Gambar 4.34 Dielines Perwajahan Kemasan Hampers Small	89
Gambar 4.35 Design Kartu Ucapan 2	90
Gambar 4.36 Prototype Hampers Large	90
Gambar 4.37 Prototype Hampers Small	91