

DAFTAR GAMBAR

Gambar.1.1 Seni Bordir	1
Gambar 1.2 Creative Industry	4
Gambar 2.1 Data Observasi	50
Gambar 2.2 Data Wawancara	51
Gambar 2.3 Emphaty Map.....	55
Gambar 2.4 Motif Ciri Khas Tasikmalaya	55
Gambar 2.5 Motif Bordir Alumazra	56
Gambar 2.6 Motif Bordir Pesaing	56
Gambar 2.7 Logo Alumazra.....	57
Gambar 3.1 Diagram Tringuler	69
Gambar 4.0 : 5 Goal Konten Viusal Media Pemasaran Produk Bordir Alumazra.	81
Gambar 4.1 Mind Map	86
Gambar 4.2 Proses Design Thinking	88
Gambar 4.3 Creative Process	90
Gambar 4.4 Trends Viusal Content.....	91
Gambar 4.5 The Color Theory	92
Gambar 4.6 Pantone Color Of The Year 2024.....	93
Gambar 4.7 Desain Konten Visual	94
Gambar 4.8 Sketsa Website	99
Gambar 4.9 Sketsa Website	99
Gambar 4.10 Sketsa Website.....	100
Gambar 4.11 Sketsa Website.....	100
Gambar 4.12 Konten Visual Website	101
Gambar 4.13 Konten Visual Website	101
Gambar 4.14 Konten Visual Website.....	102
Gambar 4.15 Mock Up Konten Visual Website.....	102
Gambar 4.16 Sketsa Desain Media Sosial	105
Gambar 4.17 Konten Visual Media Sosial	105
Gambar 4.18 Konten Visual Media Sosial	105

Gambar 4.20 Konten Visual Poster	108
Gambar 4.21 Konten Visual Poster	109
Gambar 4.22 Konten Visual Pemasaran Produk.....	110
Gambar 4.23 Konten Visual Katalog.....	111
Gambar 4.24 Konten Visual Poster.....	111
Gambar 4.25 Konten Visual Katalog.....	112
Gambar 4.26 Konten Visual Billboard.....	112
Gambar 4.27 Konten Visual Pemasaran Produk.....	113
Gambar 4.28 Konten Visual Banner You Tube	114
Gambar 4.29 Konten Visual Banner You Tube	115
Gambar 4.30 Konten Visual Banner You Tube	115
Gambar 4.31 Konten Visual Video Media Sosial	116
Gambar 4.32 Konten Visual Video Tik Tok.	118
Gambar 4.33 Konten Visual Video Reel Instagram	118
Gambar 4.34 Konten Visual Feed Instagram	119
Gambar 4.35 Konten Visual Feed Instagram	120
Gambar 4.36 Konten Visual Feed Instagram	121
Gambar 4.37 Konten Visual Story Instagram	122
Gambar 4.38 Konten Visual Sampul Facebook	123
Gambar 4.39 Konten Visual Sampul Facebook	123
Gambar 4.40 Konten Visual Postingan Konten	124
Gambar 4.41 Konten Visual Story Facebook	125
Gambar 4.42 Konten Visual Status Whatsapp	126
Gambar 4.43 Konten Visual Story Instagram	127
Gambar 4.44 Konten Visual Market Place	128
Gambar 4.45 Konten Visual Market Place	129
Gambar 4.46 Konten Visual Market Place	130
Gambar 4.47 Konten Visual Market Place	131
Gambar 4.48 Konten Visual Market Place	132
Gambar 4.49 Konten Visual Market Place	133
Gambar 4.50 Konten Visual Market Place	134
Gambar 4.51 Konten Visual Market Place	135