

DAFTAR GAMBAR

Gambar 1.1 Kerangka Penelitian	10
Gambar 2.1 The Color Wheel	28
Gambar 2.2 Kerangka Berpikir	32
Gambar 3.1 Logo PT Terang Dunia Internusa Tbk	34
Gambar 3.2 Struktur Organisasi.....	35
Gambar 3.3 Produk United E-Motor.....	36
Gambar 3.4 Logo Kalla Kars	37
Gambar 3.5 Store United E-Motor.....	37
Gambar 3.6 Desain OOH United	40
Gambar 3.7 Konten Video United E-Motor.....	40
Gambar 3.8 Website United E-Motor	43
Gambar 3.9 Desain Brosur United.....	43
Gambar 3.10 Desain Banner United	44
Gambar 3.11 Instagram United Makassar.....	45
Gambar 3.12 Event United E-Motor	46
Gambar 3.13 Foto Ade Rizki Ramadhany	52
Gambar 3.14 Dokumentasi Wawancara.....	53
Gambar 3.15 Foto Adhe Annisa P	58
Gambar 3.16 Wawancara Target Audience	59
Gambar 3.17 Produk Polytron EV	61
Gambar 3.18 TVC Polytron EV.....	62
Gambar 3.19 Banner Polytron EV	64
Gambar 3.20 Billboard Polytron EV.....	65
Gambar 3.21 Website Polytron EV.....	65

Gambar 3.22 Instagram Polytron EV.....	66
Gambar 3.23 Produk Volta Indonesia.....	67
Gambar 3.24 TVC Volta Indonesia	68
Gambar 3.25 Billboard Volta Indonesia	70
Gambar 3.26 Banner Volta Indonesia.....	71
Gambar 3.27 Website Volta Indonesia	71
Gambar 3.28 Instagram Volta Indonesia	72
Gambar 4.1 Strategi pesan	85
Gambar 4.2 Reverensi Visual	87
Gambar 4.3 Tipografi.....	88
Gambar 4.4 Color Palette.....	88
Gambar 4.5 Supergrafis 01	89
Gambar 4.6 Supergrafis 02	95
Gambar 4.7 Supergrafis 03	100
Gambar 4.8 Supergrafis 04	101
Gambar 4.9 Supergrafis 05	102
Gambar 4.10 Logo Quiz.....	103
Gambar 4.11 Logo Kesamber	103
Gambar 4.12 Logo Pop-up Store	103
Gambar 4.13 Moodboard	95
Gambar 4.14 Konten Sosmed Attention 01	103
Gambar 4.15 Konten Sosmed Attention 02	104
Gambar 4.16 Konten Sosmed Attention 03	105
Gambar 4.17 Short Video TVC	106
Gambar 4.18 Videotron JL.Pettarani Makassar	106

Gambar 4.19 Billboard.....	107
Gambar 4.20 Mockup Billboard	107
Gambar 4.21 Video Promosi United E-Motor	108
Gambar 4.22 Scene Video Promosi United E-Motor.....	109
Gambar 4.23 Tampilan Reels di Feed Instagram.....	110
Gambar 4.24 Cover Reels Video Promosi	111
Gambar 4.25 Video promosi di United Pop-up Store	111
Gambar 4.26 Videotron United di Bundaran Metro Tanjung Bunga.....	112
Gambar 4.27 Konten Sosmed Interest 01	113
Gambar 4.28 Konten Sosmed interest 02.....	114
Gambar 4.29 Konten Sosmed Interest 03	115
Gambar 4.30 Konten Sosmed 4	116
Gambar 4.31 Konten Sosmed 5	117
Gambar 4.32 Konten Sosmed 6	118
Gambar 4.33 Konten Sosmed 7	119
Gambar 4.34 Konten Sosmed 8	120
Gambar 4.35 Konten Sosmed 9	121
Gambar 4.36 Flyer	122
Gambar 4.37 Banner	120
Gambar 4.38 Mockup Banner	124
Gambar 4.39 Billboard United Pop-up Store.....	125
Gambar 4.40 Billbaord Jl H.Bau Makassar	125
Gambar 4.41 Feed Instagram	126
Gambar 4.42 Maket United Pop-Up Store 1	127
Gambar 4.42 Maket United Pop-Up Store 2.....	128

Gambar 4.43 T-Shirt Exclusive United.....	129
Gambar 4.44 Tote Bag Exclusive United	130
Gambar 4.45 Tumbler Exclusive United	131