

DAFTAR GAMBAR

Figure 1.1 Kerangka Penelitian.....	8
Figure 2.1 Diagram PLC	26
Figure 2.2 Logo Google	32
Figure 2.3 Logo Apple	32
Figure 2.4 Logo Adidas.....	33
Figure 2.5 Huruf Serif	35
Figure 2.6 Huruf Sans Serif	36
Figure 2.7 Huruf Dengan Script Font	36
Figure 2.8 Huruf Display dengan Font Old English Five	37
Figure 2.9 Kerangka Teori	42
Figure 3.1 Logo AR Beauty Salon.....	44
Figure 3.2 Pricelist Jasa AR Beauty Salon.....	45
Figure 3.3 Owner AR Beauty Salon Ayu.....	49
Figure 3.4 Owner AR Beauty Salon Rika.....	52
Figure 3.5 Pelanggan Setia AR Beauty Salon.....	53
Figure 3.6 Foto Pelanggan yang baru sekali dating	54
Figure 3.7 Instagram AR Beauty Salon	56
Figure 3.8 Poster AR Beauty Salon	56
Figure 3.9 Pricelist AR Beauty Salon	57
Figure 3.10 Instore Display	57
Figure 3.11 Logo LN Beauty Salon	58
Figure 3.12 Instagram LN Beauty Salon Medan	59
Figure 3.13 Poster Digital LN Beauty Salon Medan	59
Figure 3.14 Price List LN Beauty Salon Medan	60
Figure 3.15 Instagram Jade Beauty Salon.....	61
Figure 3.16 Poster Digital Jade Beauty Salon.....	62
Figure 3.17 Price List Jade Beauty Salon	62
Figure 3.18 Logo Seven The Salon.....	63
Figure 3.19 Instagram Seven the Salon.....	64

Figure 3.20 Poster Digital Seven The Salon	64
Figure 3.21 Linktree Seven the Salon	65
Figure 3.22 Website Seven The Salon	65
Figure 3.23 In-Store Display Seven the Salon	66
Figure 3.24 Analisis Perceptual Mapping AR Beauty Salon	81
Figure 3.25 Analisis Product Life Cycle AR Beauty Salon.....	82
Figure 3.26 Struktur Organisasi AR Beauty Ssalon.....	83
Figure 4.1Moodboard Perancangan AR Beauty Salon	104
Figure 4.2 Hair Photography.....	106
Figure 4.3 Nail Photograph	106
Figure 4.4 Font The Seasons	107
Figure 4.5 Konsep Letak Simetris.....	107
Figure 4.6 Media Identitas AR Beauty Salon	110
Figure 4.7 Proses membentuk bunga	115
Figure 4.8 Perubahan Logo AR Beauty Salon.....	116
Figure 4.9 Sub Marks AR Beauty Salon.....	117
Figure 4.10 Struktur dan paduan ukuran logo AR Beauty Salon.....	117
Figure 4.11 Struktur dan paduan ukuran logo Horizontal AR Beauty Salon	118
Figure 4.12 Proses pengolahan supergraphic AR Beauty Salon.....	118
Figure 4.13 Penggunaan supergrafis pada media.....	119
Figure 4.14 Desain Business Card AR Beauty Salon	119
Figure 4.15 Desain Letterhead AR Beauty Salon	120
Figure 4.16 Desain Envelope AR Beauty Salon	121
Figure 4.17 GSM AR Beauty Salon.....	121
Figure 4.18 Mockup Logo diatas Toko.....	122
Figure 4.19 Baliho disamping Toko.....	123
Figure 4.20 Trifod Brosur	124
Figure 4.21 Flyer	125
Figure 4.22 Stand Flyer.....	126
Figure 4.23 X-Banner.....	127

Figure 4.24 Catalogue Book	128
Figure 4.25 Feeds Instagram 3x3	129
Figure 4.26 Story Instagram.....	130
Figure 4.27 Apron Desain	131
Figure 4.28 Clothing Cover.....	132
Figure 4.29 Pouch Bag	133