

DAFTAR GAMBAR

Gambar 1. 1 Grafik Minat Masyarakat Indonesia terhadap Sepatu Lokal.....	1
Gambar 1. 2 Perbandingan Brodo Inizio dengan produk Brodo lain.....	5
Gambar 1. 3 Kerangka Penelitian	10
Gambar 2. 1 Kerangka Teori.....	26
Gambar 3. 1 Logo Brodo	28
Gambar 3. 2 Foto produk Brodo Inizio.....	29
Gambar 3. 3 fitur Brodo Inizio.....	31
Gambar 3. 4 Instagram Brodo.....	31
Gambar 3. 5 Facebook Brodo	32
Gambar 3. 6Twitter Brodo	32
Gambar 3. 7 Youtube Brodo	33
Gambar 3. 8 Website Brodo.....	33
Gambar 3. 9 Tiktok Brodo	34
Gambar 3. 10 Instagram Feeds Inizio	37
Gambar 3. 11 Facebook Post Brodo inizio	38
Gambar 3. 12 Website Brodo mensmpilkan Inizio.....	38
Gambar 3. 13 Dokumentasi wawancara dengan Bapak Baden Emzy Muhibban, Senior Manager Brand Management	39
Gambar 3. 14 Hasil pertanyaan kuesioner	42
Gambar 3. 15 Hasil Pertanyaan Kuesioner	42
Gambar 3. 16 Hasil Pertanyaan Kuesioner	43
Gambar 3. 17 Hasil Pertanyaan Kuesioner	44
Gambar 3. 18 Hasil Pertanyaan Kuesioner	44
Gambar 3. 19 Hasil Pertanyaan Kuesioner	45
Gambar 3. 20 Hasil Pertanyaan Kuesioner	45
Gambar 3. 21 910 Haze Vision.....	46
Gambar 3. 22 Ortuseight Hyperfuse 1.4	48
Gambar 3. 23 Target Customer Brodo Inizio.....	51
Gambar 4. 1 Bagan What to Say.....	63
Gambar 4. 2 Moodboard	64
Gambar 4. 3 Font Poppins.....	65

Gambar 4. 4 Font Highrise Demo.....	65
Gambar 4. 5 Font Arial	66
Gambar 4. 6 Palet Warna	66
Gambar 4. 7 Script TVC Brodo Inizio.....	71
Gambar 4. 8 Script TVC Brodo Inizio.....	72
Gambar 4. 9 Storyboard TVC Brodo Inizio.....	74
Gambar 4. 10 Storyboard TVC Brodo Inizio.....	75
Gambar 4. 11 Storyboard TVC Brodo Inizio.....	76
Gambar 4. 12 Storyboard TVC Brodo Inizio.....	77
Gambar 4. 13 Storyboard TVC Brodo Inizio.....	78
Gambar 4. 14 Proses Produksi	80
Gambar 4. 15 Gambar Data Sortir File	81
Gambar 4. 16 Gambar Proses Offline Editing	81
Gambar 4. 17 Gambar Proses Offline Editing	82
Gambar 4. 18 Materi Promosi OOH Billboard	88
Gambar 4. 19 Mockup Billboard.....	88
Gambar 4. 20 Materi Promosi OOH Poster	89
Gambar 4. 21 Mockup Poster.....	90
Gambar 4. 22 Thumbnail TVC Brodo Inizio.....	91
Gambar 4. 23 Mockup Thumbnail TVC Brodo Inizio.....	91
Gambar 4. 24 Grafis media pendukung Feeds Instagram	92
Gambar 4. 25 Mockup Grafis media pendukung feeds.....	93
Gambar 4. 26 Grafis Web Banner.....	95
Gambar 4. 27 Grafis Web Banner.....	95
Gambar 4. 28 Mockup Grafis Web Banner	96
Gambar 4. 29 Grafis media pendukung X-banner	97
Gambar 4. 30 Mockup Tas Sepatu.....	98
Gambar 4. 31 Tumblr.....	99
Gambar 4. 32 Sticker.....	100