

DAFTAR GAMBAR

| | |
|--|----|
| Gambar 1.1 Data Diabetes | 3 |
| Gambar 1.2 Kerangka Penelitian | 10 |
| Gambar 2.1 Kerangka Teori | 30 |
| Gambar 3.1 Logo PT Mayora Indah TBK | 31 |
| Gambar 3.2 Struktur Organisasi..... | 32 |
| Gambar 3.3 Teh Pucuk Harum..... | 33 |
| Gambar 3.4 Area Field Promotion Head PT Mayora Indah Tbk Denpasar | 34 |
| Gambar 3.5 Nutrisionis RSUP Prof Ngoerah..... | 35 |
| Gambar 3.6 Instagram, Facebook, dan Youtube Teh Pucuk Harum <i>Less Sugar</i> | 37 |
| Gambar 3.7 Website | 38 |
| Gambar 3.8 Booth | 39 |
| Gambar 3.9 Baliho | 40 |
| Gambar 3.10 Kemasan | 41 |
| Gambar 3.11 Edisi Spesial | 42 |
| Gambar 3.12 Penyebaran Kuesioner Secara Online | 46 |
| Gambar 3.13 Diagram Umur..... | 47 |
| Gambar 3.14 Diagram Gender | 47 |
| Gambar 3.15 Diagram Tentang Pentingnya Menjaga Kesehatan | 48 |
| Gambar 3.16 Diagram Tentang Intensitas Olahraga | 48 |
| Gambar 3.17 Diagram Tentang Alasan Berolahraga..... | 49 |
| Gambar 3.18 Diagram Tentang Prioritas Dalam Gaya Hidup Sehat..... | 49 |
| Gambar 3.19 Diagram Tentang Tantangan Dalam Menjalani Gaya Hidup Sehat . | 50 |
| Gambar 3.20 Diagram Tentang Membeli Minuman Manis Sehabis Berolahraga . | 50 |
| Gambar 3.21 Diagram Tentang Intensitas Konsumsi Minuman Manis | 51 |
| Gambar 3.22 Diagram Tentang Kriteria Membeli Minuman Manis..... | 51 |
| Gambar 3.23 Diagram Tentang Teh Pucuk Harum | 52 |
| Gambar 3.24 Diagram Tentang Teh Pucuk Harum varian <i>Less Sugar</i> | 52 |
| Gambar 3.25 Diagram Tentang Pernah Membeli Teh Pucuk Harum <i>Less Sugar</i> .. | 53 |
| Gambar 3.26 Diagram Tentang Alasan Membeli Teh Pucuk Harum..... | 53 |
| Gambar 3.27 Diagram Tentang Promosi Teh Pucuk Harum varian <i>Less Sugar</i> | 54 |

| | |
|--|----|
| Gambar 3.28 Diagram Tentang Edisi Khusus Teh Pucuk Harum <i>Less Sugar</i> | 54 |
| Gambar 3.29 Diagram Tentang Efektivitasan Kampanye Gula..... | 55 |
| Gambar 3.30 Diagram Tentang Ketertarikan Jika Dibuatkan Edisi Khusus..... | 55 |
| Gambar 3.31 Sales & Marketing Four Season Hotels | 57 |
| Gambar 3.32 Foto Narasumber Target Audience..... | 58 |
| Gambar 3.33 Foto Dewa Abi | 59 |
| Gambar 3.34 Lapangan Renon..... | 61 |
| Gambar 3.35 Penjual Minuman | 62 |
| Gambar 3.36 Logo Teh Botol Sosro..... | 64 |
| Gambar 3.37 Produk Teh Botol Sosro | 65 |
| Gambar 3.38 Logo Teh Gelas | 65 |
| Gambar 3.39 Teh Gelas..... | 66 |
| Gambar 3.40 Media Sosial Kompetitor | 67 |
| Gambar 3.41 Website Kompetitor..... | 68 |
| Gambar 3.42 Booth Kompetitor..... | 69 |
| Gambar 3.43 Baliho Kompetitor..... | 70 |
| Gambar 3.44 Kemasan Kompetitor..... | 71 |
| Gambar 3.45 Media Sosial Kompetitor 2 | 72 |
| Gambar 3.46 Website Kompetitor 2..... | 74 |
| Gambar 3.47 Booth Kompetitor 2..... | 75 |
| Gambar 3.48 Baliho Kompetitor 2..... | 76 |
| Gambar 3.49 Kemasan Kompetitor 2..... | 77 |
| Gambar 4.1 Kerangka Pesan..... | 90 |
| Gambar 4.2 Referensi Visual | 92 |
| Gambar 4.3 Moodboard | 93 |
| Gambar 4.4 Knocky Font..... | 94 |
| Gambar 4.5 Poppins Font..... | 94 |
| Gambar 4.6 Warna..... | 95 |
| Gambar 4.7 Keketusan | 95 |
| Gambar 4.8 Supergrafis Penjelasan 1 | 96 |
| Gambar 4.9 Supergrafis Penjelasan 2 | 96 |
| Gambar 4.10 Supergrafis Penjelasan 3 | 96 |

| | |
|--|-----|
| Gambar 4.11 Sketsa Logo | 97 |
| Gambar 4.12 Logo | 98 |
| Gambar 4.13 Sketsa Kemasan..... | 98 |
| Gambar 4.14 Kemasan | 99 |
| Gambar 4.15 Mockup Kemasan..... | 100 |
| Gambar 4.16 Sketsa Maskot | 100 |
| Gambar 4.17 Maskot..... | 101 |
| Gambar 4.18 Sketsa Billboard | 103 |
| Gambar 4.19 Billboard..... | 104 |
| Gambar 4.20 Mockup Billboard | 105 |
| Gambar 4.21 Sketsa Instagram Ads | 106 |
| Gambar 4.22 Instagram Ads..... | 106 |
| Gambar 4.23 Cover Reels | 107 |
| Gambar 4.24 Cuplikan Reels | 108 |
| Gambar 4.25 Sketsa Banner | 109 |
| Gambar 4.26 Banner | 110 |
| Gambar 4.27 Mockup Banner | 111 |
| Gambar 4.28 Sketsa Konten Interest 1 | 112 |
| Gambar 4.29 Konten Interest 1 | 113 |
| Gambar 4.30 Sketsa Konten Interest 2..... | 114 |
| Gambar 4.31 Konten Interest 2 | 115 |
| Gambar 4.32 Sketsa Konten Interest 3..... | 116 |
| Gambar 4.33 Konten Interest 3 | 117 |
| Gambar 4.34 Sketsa Konten Interest 4..... | 118 |
| Gambar 4.35 Konten Interest 4 | 119 |
| Gambar 4.36 Sketsa Konten Interest 5..... | 120 |
| Gambar 4.37 Konten Interest 5 | 121 |
| Gambar 4.38 Sketsa Konten Interest 6..... | 122 |
| Gambar 4.39 Konten Interest 6 | 123 |
| Gambar 4.40 Sketsa Konten Interest 7..... | 124 |
| Gambar 4.41 Konten Interest 7 | 125 |
| Gambar 4.42 Sketsa Konten Interest 8..... | 126 |

| | |
|---|-----|
| Gambar 4.43 Konten Interest 8 | 127 |
| Gambar 4.44 Sketsa Konten Interest 9..... | 128 |
| Gambar 4.45 Konten Interest 9 | 129 |
| Gambar 4.46 Instagram..... | 130 |
| Gambar 4.47 Sketsa Landing Page | 131 |
| Gambar 4.48 Landing Page Kolom 1 | 132 |
| Gambar 4.49 Landing Page Kolom 2..... | 132 |
| Gambar 4.50 Landing Page Kolom 3..... | 133 |
| Gambar 4.51 Point of Purchases | 134 |
| Gambar 4.52 Food Truck | 135 |
| Gambar 4.53 Jersey Polo..... | 136 |
| Gambar 4.54 Hand Fan | 137 |
| Gambar 4.55 Topi..... | 137 |
| Gambar 4.56 Tumbler | 138 |