

DAFTAR GAMBAR

Gambar 1.1 : Bagan Kerangka Penelitian	10
Gambar 2.1 : The Color Wheel.....	23
Gambar 3.1 : Logo “PT Cisarua Mountain Dairy Tbk.”	31
Gambar 3.2: Produk Cimory Low-Fat Aloe Vera Yogurt.....	34
Gambar 3.3: <i>Website</i> Cimory	39
Gambar 3.4: Instagram Cimory	40
Gambar 3.5: Tiktok Cimory	41
Gambar 3.6: Silvi Sulistiawati	46
Gambar 3.7: Kin Yogurt.....	48
Gambar 3.8: Greenfield Yogurt Drink.....	49
Gambar 4.1 : Strategi Pesan	86
Gambar 4.2 : Referensi Visual	87
Gambar 4.3 : <i>Moodboard</i>	88
Gambar 4.4 : <i>Moodboard Event</i>	88
Gambar 4.5 : Font Super Bakery.....	89
Gambar 4.6 : Font Poppins	89
Gambar 4.7 : Konsep Warna	90
Gambar 4.8 : Logo.....	90
Gambar 4.9 : Hasil Desain <i>Feed Instagram Attention 1</i>	91
Gambar 4.10 : Hasil Desain <i>Feed Instagram Attention 2</i>	91
Gambar 4.11 : Hasil Desain <i>Feed Instagram Attention 3</i>	92
Gambar 4.12 : Hasil Desain <i>Billboard Attention</i>	93
Gambar 4.13 : Hasil <i>Feeds Instagram Give Away</i>	93
Gambar 4.14 : Poster Rundwon Acara	94
Gambar 4.15 : X-Banner	95

Gambar 4.16 : Feeds Instagram.....	95
Gambar 4.17: Poster Acara.....	96
Gambar 4.18 : Jalan Gazibu Bandung.....	96
Gambar 4.19 : Booth Event Sweet sweat Festival Cimory	97
Gambar 4.20 : Panggung Event Sweet sweat Festival Cimory	98
Gambar 4.21 : Hasil Maskot.....	98
Gambar 4.22 : Merchandise	98