

DAFTAR GAMBAR

Gambar I. 1 Penjualan Suncreen Skintific	3
Gambar I. 2 Kerangka Perancangan	12
Gambar II. 1 Kerangka Teori	30
Gambar III. 1 Logo Skintific	31
Gambar III. 2 Skintific All day light Sunscreen mist SPF 50 PA++++	33
Gambar III. 3 Akun Instagram Skintific	35
Gambar III. 4 Akun TikTok Skintific	35
Gambar III. 5 Website Skintific	36
Gambar III. 6 <i>Customer Journey Sample</i>	37
Gambar III. 7 Observasi lapangan	40
Gambar III. 8 Wawancara Mahasiswa	41
Gambar III. 9 Wawancara pekerja bidang <i>advertising</i>	42
Gambar III. 10 Logo Somethinc	45
Gambar III. 11 Somethinc Holyshield! Sunscreen <i>Shake Mist</i> SPF46 PA+++	46
Gambar III. 12 Logo Azarine <i>Sunscreen Mist</i>	48
Gambar III. 13 Azarine Hydrasoothe Sunscreen <i>Mist</i>	49
Gambar IV. 1 Big idea skintific	59
Gambar IV. 2 Referensi Visual	66
Gambar IV. 3 Referensi Layout	67
Gambar IV. 4 Font Poppins	67
Gambar IV. 5 Palet Warna	69
Gambar IV. 6 Desain Billboard	69
Gambar IV. 7 Mockup Billboard	70
Gambar IV. 8 Desain Street Furniture	70
Gambar IV. 9 Mockup Street Furniture	70
Gambar IV. 10 Mockup Transit Advertising	71
Gambar IV. 11 Youtube ads	71
Gambar IV. 12 Desain Instagram	72
Gambar IV. 13 Desain dan Mockup Twitter	73

Gambar IV. 14 Desain Spotify Ads	73
Gambar IV. 15 Poster.....	74
Gambar IV. 16 Desain Story Instagram	75
Gambar IV. 17 Mockup Tiktok	76
Gambar IV. 18 Mockup Reels Instagram	76
Gambar IV. 19 Desain Website.....	77
Gambar IV. 20 Desain Feeds Instagram	78
Gambar IV. 21 Desain dan mockup Twitter	78
Gambar IV. 22 Desain dan mockup Brosur.....	79
Gambar IV. 23 Mockup Spanduk.....	79
Gambar IV. 24 Desain X-Banner.....	80
Gambar IV. 25 Desain Wobbler	81
Gambar IV. 26 Mockup Shelf Talker	81
Gambar IV. 27 Desain Merchandise.....	82
Gambar IV. 28 Mockup Filter Instagram.....	82