

DAFTAR GAMBAR

Gambar 2. 1 <i>Website yang Responsive</i>	6
Gambar 2. 2 Contoh UI/UX <i>Website Pemesanan</i>	7
Gambar 2. 3 Contoh Ikon Dalam <i>Website Pemesanan</i>	8
Gambar 2. 4 Contoh UI (<i>User Interface</i>) <i>Website Makeup</i>	10
Gambar 2. 5 <i>User Flow Website E-Commerce Shopee</i>	10
Gambar 2. 6 Pekerjaan <i>Makeup Artist</i>	11
Gambar 2. 7 <i>Makeup Artist</i> untuk Pengantin	12
Gambar 2. 8 <i>Makeup Artist</i> untuk <i>Celebrity, Influencer</i> dan Model	12
Gambar 2. 9 <i>Makeup Artist Korean look</i>	13
Gambar 2. 10 Perbedaan Petanda dan Penanda	14
Gambar 2. 11 Pendekatan Semiotik Menurut Charles Sanders Peirce	14
Gambar 2. 12 Konsep <i>Promotion Mix</i>	16
Gambar 2. 13 Lingkaran Warna Brewster	17
Gambar 2. 14 Contoh 8 <i>Column Website</i>	18
Gambar 2. 15 Contoh 16dp <i>Gutter</i>	19
Gambar 2. 16 Contoh 16dp <i>Margin</i>	19
Gambar 2. 17 Elemen Tipografi	20
Gambar 2. 18 Contoh <i>Font Serif</i>	21
Gambar 2. 19 Contoh <i>Font Sans serif</i>	21
Gambar 2. 20 Contoh <i>Font Script</i>	22
Gambar 2. 21 Kerangka Berpikir	23
Gambar 3. 1 Logo <i>Hello Beauty</i>	33
Gambar 3. 2 Logo <i>Bridestory</i>	34
Gambar 3. 3 Logo Traveloka	35
Gambar 3. 4 Logo Airbnb	36
Gambar 4. 1 <i>Moodboard MakeupIn</i>	53
Gambar 4. 2 <i>Color Palette</i> pada <i>MakeupIn</i>	55
Gambar 4. 3 Ukuran <i>Font MakeupIn</i>	56
Gambar 4. 4 <i>Spacing MakeupIn</i>	56

Gambar 4. 5 Ikon dalam <i>Website MakeupIn</i>	57
Gambar 4. 6 Logo MakeupIn	57
Gambar 4. 7 Proses Sketsa Logo.....	58
Gambar 4. 8 <i>User Persona</i> Naiyah Zahra.....	60
Gambar 4. 9 <i>User Persona</i> Tiara Alfionissa.....	61
Gambar 4. 10 <i>Matrix User</i> Makeupin	64
Gambar 4. 11 <i>Matrix MUA</i> MakeupIn	65
Gambar 4. 12 <i>Sitemap user</i>	66
Gambar 4. 13 <i>Sitemap MUA</i>	67
Gambar 4. 14 <i>Flowchart user</i>	69
Gambar 4. 15 <i>Flow MUA</i>	70
Gambar 4. 16 <i>Layout MakeupIn</i>	71
Gambar 4. 17 <i>Low Fidelity MakeupIn</i>	72
Gambar 4. 18 Gambar <i>Wireframe</i>	73
Gambar 4. 19 <i>High Fidelity Desktop</i>	75
Gambar 4. 20 <i>High Fidelity Mobile</i>	76
Gambar 4. 21 <i>Prototype Desktop</i>	77
Gambar 4. 22 <i>Prototype Mobile</i>	78
Gambar 4. 23 Tampilan Instagram dan Tiktok MakeupIn.....	79
Gambar 4. 24 <i>Voucher MakeupIn</i>	79
Gambar 4. 25 <i>Pocket Mirror MakeupIn</i>	80
Gambar 4. 26 <i>Pouch MakeupIn</i>	81
Gambar 4. 27 <i>Makeup Kit MakeupIn</i>	82
Gambar 4. 29 <i>Bucket Topi Makeupin</i>	83
Gambar 4. 30 Kipas MakeupIn	84