

DAFTAR ISI

| | |
|---|----|
| KATA PENGANTAR..... | 1 |
| ABSTRAK..... | 2 |
| DAFTAR GAMBAR..... | 7 |
| DAFTAR TABEL..... | 9 |
| DAFTAR LAMPIRAN..... | 10 |
| BAB I..... | 11 |
| PENDAHULUAN..... | 11 |
| 1.1 Latar Belakang..... | 11 |
| 1.2 Permasalahan..... | 13 |
| 1.2.1 Identifikasi Masalah..... | 13 |
| 1.2.2 Rumusan Masalah..... | 14 |
| 1.3 Batasan Masalah..... | 14 |
| 1.4 Tujuan Perancangan..... | 14 |
| 1.5 Metodologi..... | 15 |
| 1.5.1 Metode Pengumpulan Data..... | 15 |
| 1.5.2 Metode analisis data..... | 15 |
| 1.6 Kerangka perancangan..... | 16 |
| 1.7 Pembabakan..... | 17 |
| BAB II..... | 19 |
| DASAR PEMIKIRAN..... | 19 |
| 2.1 Pengertian dan Tujuan Promosi..... | 19 |
| 2.2 Bauran Promosi..... | 20 |
| 2.2.1 Periklanan (<i>Advertising</i>)..... | 21 |
| 2.2.2 Promosi Penjualan (<i>Sales Promotion</i>)..... | 22 |
| 2.2.3 Hubungan Masyarakat (<i>Public Relation</i>)..... | 23 |
| 2.2.4 Penjualan Personal (<i>Personal Selling</i>)..... | 23 |
| 2.2.5 Pemasaran Langsung (<i>Direct Selling</i>)..... | 24 |
| 2.3 Merek (<i>Brand</i>) dan Permerekan (<i>Branding</i>)..... | 24 |
| 2.4 Kriteria Pemilihan Unsur Merek..... | 25 |
| 2.5 Logo sebagai Identitas Visual..... | 25 |
| 2.6 Desain Komunikasi Visual..... | 26 |
| 2.7 Unsur-unsur Visual..... | 27 |

| | | |
|------------------------------------|---------------------------------|----|
| 2.8 | Prinsip Desain | 29 |
| 2.9 | Pengertian <i>Vintage</i> | 31 |
| BAB III | | 33 |
| DATA DAN ANALISIS MASALAH | | 33 |
| 3.1 | Definisi Museum | 33 |
| 3.2 | Fungsi Museum | 33 |
| 3.3 | Klasifikasi Museum | 34 |
| 3.4 | Data | 35 |
| 3.4.1 | Data Institusi | 35 |
| 3.4.2 | Data Koleksi | 37 |
| 3.4.3 | Data Khalayak Sasaran | 40 |
| 3.4.5 | Data Observasi | 40 |
| 3.4.6 | Data Institusi Sejenis | 46 |
| 3.4.5 | Data Hasil Wawancara | 49 |
| 3.4.6 | Data Hasil Kuesioner | 49 |
| 3.5 | Analisis Data | 55 |
| 3.5.1 | Analisis Matrix | 55 |
| 3.6 | Kesimpulan | 56 |
| BAB IV | | 57 |
| KONSEP DAN HASIL PERANCANGAN | | 57 |
| 4.1 | Konsep Komunikasi | 57 |
| 4.2 | Konsep Kreatif | 57 |
| 4.3 | Konsep Visual | 58 |
| | | 60 |
| 4.3.3 | Warna | 60 |
| 4.3.4 | Layout | 61 |
| 4.3.5 | Tipografi | 61 |
| 4.3.6 | Ilustrasi | 62 |
| 4.4 | Hasil Perancangan | 63 |
| 4.4.1 | Logo | 63 |
| 4.4.3 | Media | 65 |
| 4.4.4 | Brosur | 66 |
| | | 66 |
| 4.4.5 | Tiket | 67 |

| | | |
|---------------------------|---------------------|----|
| 4.4.5 | Tiket..... | 67 |
| 4.4.6 | Stationery..... | 68 |
| 4.4.7 | Biaya Produksi..... | 70 |
| BAB V..... | | 71 |
| KESIMPULAN DAN SARAN..... | | 71 |
| 5.1 | KESIMPULAN..... | 71 |
| DAFTAR PUSTAKA..... | | 73 |
| LAMPIRAN..... | | 75 |