

DAFTAR ISI

LEMBAR PENGESAHAN	Error! Bookmark not defined.
LEMBAR PERNYATAAN.....	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
ABSTRACT.....	Error! Bookmark not defined.
DAFTAR ISI.....	1
BAB I PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Masalah.....	Error! Bookmark not defined.
1.2 Ruang Lingkup Masalah	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah.....	Error! Bookmark not defined.
1.2.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Ruang Lingkup.....	Error! Bookmark not defined.
1.3.1 Apa.....	Error! Bookmark not defined.
1.3.2 Bagaimana.....	Error! Bookmark not defined.
1.3.3 Siapa.....	Error! Bookmark not defined.
1.3.4 Tempat	Error! Bookmark not defined.
1.3.5 Waktu.....	Error! Bookmark not defined.
1.4 Tujuan Perancangan.....	Error! Bookmark not defined.
1.4.1 Manfaat Perancangan.....	Error! Bookmark not defined.
1.5 Metode Pengumpulan Data.....	Error! Bookmark not defined.
1.6 Metode Analisis	Error! Bookmark not defined.
1.7 Pembabakan	Error! Bookmark not defined.
BAB II DASAR PEMIKIRAN	Error! Bookmark not defined.
2.1 Komunikasi	Error! Bookmark not defined.
2.1.1 Definisi Komunikasi	Error! Bookmark not defined.
2.1.2 Proses Komunikasi.....	Error! Bookmark not defined.
2.2 Teori Perancangan	Error! Bookmark not defined.
2.2.1 Desain Komunikasi Visual.....	Error! Bookmark not defined.

2.2.2 Identitas Visual	Error! Bookmark not defined.
2.2.3 Layout	Error! Bookmark not defined.
2.2.4 Tipografi	Error! Bookmark not defined.
2.3 Brand.....	Error! Bookmark not defined.
2.4 Logo	Error! Bookmark not defined.
2.5 Definisi Kebudayaan.....	Error! Bookmark not defined.
2.6 Pariwisata	Error! Bookmark not defined.
2.6.1 Definisi Pariwisata	Error! Bookmark not defined.
2.6.2 Destinasi Pariwisata	Error! Bookmark not defined.
2.7 Media	Error! Bookmark not defined.
2.7.1 Definisi Media	Error! Bookmark not defined.
2.7.2 Strategi Media.....	Error! Bookmark not defined.
2.7.3 Definisi Promosi	Error! Bookmark not defined.
2.8 Kemasan.....	Error! Bookmark not defined.
2.8.1 Definisi Kemasan.....	Error! Bookmark not defined.
2.8.2 Kemasan Primer.....	Error! Bookmark not defined.
2.8.3 Kemasan Sekunder.....	Error! Bookmark not defined.
2.8.4 Macam <i>Secondary Packaging</i>	Error! Bookmark not defined.
2.8.5 Ragam Kategori <i>Packaging</i>	Error! Bookmark not defined.
BAB III DATA DAN ANALISIS	Error! Bookmark not defined.
3.1 Data Institusi Pemberi Proyek.....	Error! Bookmark not defined.
3.1.1 Dinas Usaha Mikro, Kecil dan Menengah Kabupaten Purwakarta.....	Error! Bookmark not defined.
3.1.2 Sejarah Singkat	Error! Bookmark not defined.
3.1.3 Visi dan Misi.....	Error! Bookmark not defined.
3.1.4 Data Kios Oleh-Oleh Cipta Ismaya	Error! Bookmark not defined.
3.2 Data Produk	Error! Bookmark not defined.
3.2.1 Definisi kuliner	Error! Bookmark not defined.
3.2.2 Definisi Wisata Kuliner	Error! Bookmark not defined.
3.2.3 Definisi Tape Singkong	Error! Bookmark not defined.
3.2.4 Peuyeum Bendul	Error! Bookmark not defined.

3.2.5 Lokasi dan Aksesibilitas menuju Sentra Peuyeum Bendul Desa Sukatani Kabupaten Purwakarta	Error! Bookmark not defined.
3.3 Data Khalayak Sasaran	Error! Bookmark not defined.
3.3.1 Demografis.....	Error! Bookmark not defined.
3.3.2 Geografis.....	Error! Bookmark not defined.
3.3.3 Psikografis.....	Error! Bookmark not defined.
3.3.4 Perilaku Konsumen	Error! Bookmark not defined.
3.4 Data Proyek Sejenis	Error! Bookmark not defined.
3.4.1 Tao Kae Noi.....	Error! Bookmark not defined.
3.4.2 Dodol Picnic Garut	Error! Bookmark not defined.
3.4.3 Keripik Pedas Maicih.....	Error! Bookmark not defined.
3.5 Hasil Pengumpulan Data.....	Error! Bookmark not defined.
3.5.1 Data Hasil Observasi dan Wawancara	Error! Bookmark not defined.
3.6 Analisis	Error! Bookmark not defined.
3.6.1 Analisis Perbandingan.....	Error! Bookmark not defined.
3.6.2 Analisis SWOT	Error! Bookmark not defined.
BAB IV KONSEP & HASIL PERANCANGAN	Error! Bookmark not defined.
4.1 Konsep Pesan	Error! Bookmark not defined.
4.2 Konsep Komunikasi.....	Error! Bookmark not defined.
4.3 Konsep Kreatif	Error! Bookmark not defined.
4.3.1 Strategi Pendekatan.....	Error! Bookmark not defined.
4.4 Konsep Media	Error! Bookmark not defined.
4.4.1 Media Utama.....	Error! Bookmark not defined.
4.4.2 Media Pendukung	Error! Bookmark not defined.
4.5 Konsep Visual.....	Error! Bookmark not defined.
4.5.1 Studi Visual.....	Error! Bookmark not defined.
4.5.2 Sketsa	Error! Bookmark not defined.
4.5.3 Warna.....	Error! Bookmark not defined.
4.5.4 Tipografi	Error! Bookmark not defined.
4.5.5 <i>Packging</i>	Error! Bookmark not defined.
4.6 Konsep Bisnis	Error! Bookmark not defined.
4.7 Hasil Perancangan.....	Error! Bookmark not defined.

BAB V PENUTUP	Error! Bookmark not defined.
5.1 Kesimpulan dan Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.