

## DAFTAR ISI

|                                     |      |
|-------------------------------------|------|
| LEMBAR PERNYATAAN .....             | ii   |
| LEMBAR PENGESAHAN .....             | iii  |
| ABSTRAK .....                       | iv   |
| ABSTRACT .....                      | v    |
| KATA PENGANTAR.....                 | vi   |
| DAFTAR ISI.....                     | viii |
| DAFTAR TABEL .....                  | xi   |
| DAFTAR GAMBAR.....                  | xii  |
| DAFTAR LAMPIRAN .....               | xv   |
| BAB I 1                             |      |
| PENDAHULUAN.....                    | 1    |
| 1.1 LATAR BELAKANG .....            | 1    |
| 1.2 PERMASALAHAN.....               | 3    |
| 1.2.1 Identifikasi Masalah.....     | 3    |
| 1.2.2 Rumusan Masalah.....          | 3    |
| 1.3 RUANG LINGKUP .....             | 3    |
| 1.4 TUJUAN.....                     | 4    |
| 1.5 METODE PENELITIAN .....         | 4    |
| 1.5.1 Metode Pengumpulan Data ..... | 4    |
| 1.5.2 Metode Analisis Data .....    | 5    |
| 1.6 KERANGKA .....                  | 6    |
| 1.7 PEMBABAKAN .....                | 7    |
| BAB II 8                            |      |
| DASAR PEMIKIRAN .....               | 8    |
| 2.1 DESAIN KOMUNIKASI VISUAL .....  | 8    |
| 2.1.1 Unsur – unsur Desain.....     | 8    |
| 2.1.2 Tipografi.....                | 8    |
| 2.1.3 <i>Layout</i> .....           | 9    |
| 2.1.4 Ilustrasi.....                | 12   |
| 2.1.5 Warna.....                    | 14   |
| 2.2 PERANCANGAN .....               | 16   |

|                                  |                                      |    |
|----------------------------------|--------------------------------------|----|
| 2.3                              | BUKU.....                            | 16 |
| 2.3.1                            | Anatomi Buku.....                    | 16 |
| 2.3.2                            | Jenis Jilid Buku .....               | 17 |
| 2.3.3                            | Jenis Buku .....                     | 18 |
| 2.4                              | KEBUDAYAAN DAN KESENIAN .....        | 19 |
| 2.4.1                            | Unsur Kebudayaan .....               | 19 |
| 2.5                              | REMAJA .....                         | 20 |
| 2.5.1                            | Perkembangan Fisik Remaja .....      | 20 |
| 2.5.2                            | Perkembangan Kepribadian Remaja..... | 20 |
| 2.5.3                            | Perkembangan Sosial Remaja.....      | 20 |
| BAB III.....                     |                                      | 21 |
| DATA DAN ANALISIS MASALAH .....  |                                      | 21 |
| 3.1                              | DATA PEMBERI PROYEK.....             | 21 |
| 3.2                              | DATA PRODUK.....                     | 22 |
| 3.2.1                            | Betawi .....                         | 22 |
| 3.2.2                            | Ondel – ondel .....                  | 23 |
| 3.2.3                            | Sejarah ondel – ondel.....           | 24 |
| 3.2.4                            | Bagian Ondel – ondel .....           | 25 |
| 3.2.5                            | Alat Musik Pengiring .....           | 27 |
| 3.3                              | DATA KHALAYAK SASARAN .....          | 29 |
| 3.4                              | DATA PROYEK SEJENIS.....             | 29 |
| 3.5                              | DATA HASIL PENELITIAN .....          | 32 |
| 3.5.1                            | DATA OBSERVASI.....                  | 32 |
| 3.5.2                            | Data Wawancara .....                 | 34 |
| 3.5.3                            | Data Kuesioner .....                 | 40 |
| 3.6                              | ANALISIS DATA .....                  | 43 |
| 3.6.1                            | Analisis Observasi .....             | 43 |
| 3.6.2                            | Analisis Wawancara.....              | 43 |
| 3.6.3                            | Analisis Kuesioner .....             | 44 |
| 3.6.4                            | Analisis Matriks Produk Sejenis..... | 45 |
| 3.6.5                            | Analisis SWOT .....                  | 47 |
| 3.6.6                            | Analisis Matrix SWOT .....           | 48 |
| BAB IV .....                     |                                      | 49 |
| KONSEP DAN HASIL PERACANGAN..... |                                      | 49 |
| 4.1                              | KONSEP PESAN .....                   | 49 |
| 4.2                              | KONSEP KREATIF.....                  | 49 |

|                             |                           |           |
|-----------------------------|---------------------------|-----------|
| 4.2.1                       | Buku Berseri .....        | 49        |
| 4.2.2                       | Strategi Pendekatan ..... | 50        |
| 4.3                         | KONSEP MEDIA .....        | 50        |
| 4.3.1                       | Media Utama .....         | 50        |
| 4.3.2                       | Media Pendukung .....     | 53        |
| 4.3.3                       | Konsep Bisnis.....        | 54        |
| 4.4                         | KONSEP VISUAL .....       | 54        |
| 4.4.1                       | Warna.....                | 55        |
| 4.4.2                       | Tipografi.....            | 55        |
| 4.4.3                       | Ilustrasi.....            | 56        |
| 4.4.4                       | Layout .....              | 56        |
| 4.4.5                       | Storyboard.....           | 58        |
| 4.5                         | HASIL PERANCANGAN.....    | 59        |
| 4.5.1                       | Media Utama .....         | 59        |
| 4.5.2                       | Media Pendukung .....     | 67        |
| <b>BAB V</b>                |                           | <b>71</b> |
| <b>PENUTUP.....</b>         |                           | <b>71</b> |
| 5.1                         | KESIMPULAN .....          | 71        |
| 5.2                         | SARAN.....                | 71        |
| <b>DAFTAR PUSTAKA .....</b> |                           | <b>72</b> |
| <b>LAMPIRAN.....</b>        |                           | <b>74</b> |