

## DAFTAR ISI

<i>LEMBAR PENGESAHAN</i> .....	<i>Error! Bookmark not defined.</i>
<i>LEMBAR PERNYATAAN</i> .....	<i>Error! Bookmark not defined.</i>
<i>KATA PENGANTAR</i> .....	<i>Error! Bookmark not defined.</i>
<i>ABSTRAK</i> .....	<i>Error! Bookmark not defined.</i>
<i>ABSTRACT</i> .....	<i>Error! Bookmark not defined.</i>
<i>DAFTAR ISI</i> .....	<b>1</b>
<i>PENDAHULUAN</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.1 Latar Belakang</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.2 Identifikasi Masalah</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.3 Rumusan Masalah</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.4 Tujuan Perancangan</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.5 Manfaat Perancangan</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.6 Ruang Lingkup Perancangan</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.7 Metode penelitian</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.8 Kerangka Berfikir</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.9 Pembabakan</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.9.1 Bab I Pendahuluan</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.9.2 Bab II Dasar Pemikiran</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.9.3 Bab III Data dan Analisis Masalah</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.9.4 Bab IV Konsep dan Hasil Perancangan</i> .....	<i>Error! Bookmark not defined.</i>
<i>1.9.5 Bab V Penutup</i> .....	<i>Error! Bookmark not defined.</i>
<i>LANDASAN TEORI</i> .....	<i>Error! Bookmark not defined.</i>
<i>2.1 Komunikasi</i> .....	<i>Error! Bookmark not defined.</i>
<i>2.1.1 Fungsi Komunikasi</i> .....	<i>Error! Bookmark not defined.</i>
<i>2.1.2 Jenis-Jenis Komunikasi</i> .....	<i>Error! Bookmark not defined.</i>
<i>2.1.3 Strategi Komunikasi</i> .....	<i>Error! Bookmark not defined.</i>

2.1.4 AISAS .....	Error! Bookmark not defined.
2.1.5 SWOT .....	Error! Bookmark not defined.
<b>2.2 Pemasaran .....</b>	<b>Error! Bookmark not defined.</b>
2.2.1 Pemasaran Pariwisata .....	Error! Bookmark not defined.
2.2.2 Tujuan Pemasaran .....	Error! Bookmark not defined.
2.2.3 Strategi Pemasaran.....	Error! Bookmark not defined.
2.2.4 Bauran Pemasaran ( <i>Marketing Mix</i> ).....	Error! Bookmark not defined.
2.2.5 Teori (Segmenting, Targeting, Positioning) .....	Error! Bookmark not defined.
<b>2.3 Promosi.....</b>	<b>Error! Bookmark not defined.</b>
2.3.1 Tujuan Promosi.....	Error! Bookmark not defined.
2.3.2 Bauran Promosi ( <i>Promotion Mix</i> ) .....	Error! Bookmark not defined.
2.3.3 Promosi Penjualan, Event, Sponsorship .....	Error! Bookmark not defined.
2.3.4 Program Tematik .....	Error! Bookmark not defined.
<b>2.4 Periklanan .....</b>	<b>Error! Bookmark not defined.</b>
2.4.1 Komponen Periklanan.....	Error! Bookmark not defined.
2.4.2 Peran Periklanan .....	Error! Bookmark not defined.
2.4.3 Tipe Periklanan .....	Error! Bookmark not defined.
2.4.4 Strategi Kreatif.....	Error! Bookmark not defined.
2.4.5 Strategi Pesan .....	Error! Bookmark not defined.
<b>2.5 Pariwisata .....</b>	<b>Error! Bookmark not defined.</b>
2.5.1 Jenis-Jenis Pariwisata.....	Error! Bookmark not defined.
<b>2.6 Desain Komunikasi Visual.....</b>	<b>Error! Bookmark not defined.</b>
2.6.1 Tujuan Desain Komunikasi Visual .....	Error! Bookmark not defined.
2.6.2 Fungsi Desain Komunikasi Visual.....	Error! Bookmark not defined.
2.6.3 Unsur-Unsur Pada Desain.....	Error! Bookmark not defined.
2.6.4 Prinsip-Prinsip Kerja Desain .....	Error! Bookmark not defined.
2.6.5 Tipografi .....	Error! Bookmark not defined.
<b>2.7 Media .....</b>	<b>Error! Bookmark not defined.</b>
2.7.1 Bauran Media ( <i>Media Mix</i> ) .....	Error! Bookmark not defined.
2.7.2 Media Sosial.....	Error! Bookmark not defined.
<b>2.8 Prilaku Konsumen .....</b>	<b>Error! Bookmark not defined.</b>
<b>BAB III.....</b>	<b>Error! Bookmark not defined.</b>

<b>DATA DAN ANALISIS MASALAH</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.1 Data Institusi</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.1.1 Profil Hutan Mangrove Muara Tawar</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.1.2 Analisis SWOT Hutan Mangrove Muara Tawar Bekasi</b> .	<i>Error! Bookmark not defined.</i>
<b>3.2 Permasalahan</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.3 Data Khalayak Sasaran</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.4 Tinjauan Terhadap Data Sejenis</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.4.1 Profil Wisata Alam Angke Kapuk</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.4.2 Visi dan Misi dari Mangrove Angke Kapuk Jakarta</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.4.3 SWOT Mangrove Angke Kapuk Jakarta</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.4.4 Analisis Matriks</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.5 Data Empirik</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.5.1 Data Hasil Wawancara</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.5.2 Data Hasil Kuisioner</b> .....	<i>Error! Bookmark not defined.</i>
<b>3.5.3 Data Hasil Observasi</b> .....	<i>Error! Bookmark not defined.</i>
<b>KONSEP DAN HASIL PERANCANGAN</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.1 Konsep Perancangan</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.1.1 Konsep Pesan</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.1.2 Strategi Komunikasi</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.1.3 Konsep Kreatif</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.2 Konsep Media</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.2.1 Media Promosi</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.2.2 Merchandise</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.3 Konsep Visual</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.3.1 Moodboard</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.3.2 Studi Penggunaan Gaya Visual</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.3.3 Studi Penggunaan Layout</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.3.4 Studi Penggunaan Tipografi</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.3.5 Studi Penggunaan Warna</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.3.6 Studi Visual Logo</b> .....	<i>Error! Bookmark not defined.</i>
<b>4.4 Hasil Perancangan</b> .....	<i>Error! Bookmark not defined.</i>

4.4.1 Pra Produksi / Sketsa .....	Error! Bookmark not defined.
4.4.2 Logo .....	Error! Bookmark not defined.
<b>4.5 Hasil Perancangan .....</b>	<b>Error! Bookmark not defined.</b>
4.5.1 Logo Acara.....	Error! Bookmark not defined.
4.5.2 Media Utama .....	Error! Bookmark not defined.
4.5.3 Media Pendukung “Merchandise” .....	Error! Bookmark not defined.
<b><i>PENUTUP</i>.....</b>	<b><i>Error! Bookmark not defined.</i></b>
<b>5.1 Kesimpulan .....</b>	<b><i>Error! Bookmark not defined.</i></b>
<b>5.2 Saran.....</b>	<b><i>Error! Bookmark not defined.</i></b>