

DAFTAR ISI

DAFTAR ISI.....	1
BAB I PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang	Error! Bookmark not defined.
1.2 Permasalahan.....	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah	Error! Bookmark not defined.
1.2.2 Perumusan Masalah.....	Error! Bookmark not defined.
1.3 Batasan Masalah.....	Error! Bookmark not defined.
1.4 Tujuan Perancangan	Error! Bookmark not defined.
1.5 Cara Pengumpulan dan Analisis Data.....	Error! Bookmark not defined.
1.5.1 Pengumpulan Data.....	Error! Bookmark not defined.
1.5.2 Analisis	Error! Bookmark not defined.
1.6 Kerangka Pemikiran.....	Error! Bookmark not defined.
1.7 Metode Perancangan	Error! Bookmark not defined.
BAB II DASAR PEMIKIRAN	Error! Bookmark not defined.
2.1 Teori Merek.....	Error! Bookmark not defined.
2.2 Destination Branding.....	Error! Bookmark not defined.
2.3 Identitas Branding	Error! Bookmark not defined.
2.4 Teori Logo.....	Error! Bookmark not defined.
2.5 Teori Tagline/Slogan.....	Error! Bookmark not defined.
2.5.1 Deskriptif.....	Error! Bookmark not defined.
2.5.2 Provokatif	Error! Bookmark not defined.
2.5.3 Imperatif	Error! Bookmark not defined.
2.5.4 Spesifik	Error! Bookmark not defined.
2.5.5 Superlatif	Error! Bookmark not defined.
2.6 Teori Ilustrasi	Error! Bookmark not defined.
2.7 Teori Fotografi	Error! Bookmark not defined.
2.8 Pengembangan Pariwisata.....	Error! Bookmark not defined.
2.9 Teori Promosi.....	Error! Bookmark not defined.
2.9.1 Media Promosi.....	Error! Bookmark not defined.
2.10 Desain Komunikasi Visual.....	Error! Bookmark not defined.
2.10.1 Unsur Unsur dalam Desain.....	Error! Bookmark not defined.
2.10.2 Prinsip Komposisi.....	Error! Bookmark not defined.

2.11 Teori Warna.....	Error! Bookmark not defined.
2.12 Teori Tipografi	Error! Bookmark not defined.
BAB III DATA DAN ANALISIS MASALAH.....	Error! Bookmark not defined.
3.1 Data Pemberi Proyek.....	Error! Bookmark not defined.
3.2 Data Produk.....	Error! Bookmark not defined.
3.2.1 Tujuan Bukit Tunggangan Bagi Masyarakat	Error! Bookmark not defined.
3.2.2 Fungsi Bukit Tunggangan bagi masyarakat	Error! Bookmark not defined.
3.2.3 <i>Event</i> Bukit Tunggangan	Error! Bookmark not defined.
3.3 Khalayak Sasaran Bukit Tunggangan Trenggalek	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 Hasil Observasi dan Wawancara	Error! Bookmark not defined.
3.4.1 Observasi	Error! Bookmark not defined.
3.5 Data Wawancara dan Kuisisioner	Error! Bookmark not defined.
3.5.1 Wawancara	Error! Bookmark not defined.
3.5.2 Kuisisioner	Error! Bookmark not defined.
3.6 Analisis.....	Error! Bookmark not defined.
3.6.1 Analisis SWOT.....	Error! Bookmark not defined.
3.6.2 Analisis Visual.....	Error! Bookmark not defined.
BAB IV KONSEP DAN HASIL PERANCANGAN	Error! Bookmark not defined.
4.1 Konsep Pesan	Error! Bookmark not defined.
4.2 Konsep Kreatif	Error! Bookmark not defined.
4.3 Konsep Media	Error! Bookmark not defined.
4.3.1 Media Utama	Error! Bookmark not defined.
4.3.2 Media Pendukung.....	Error! Bookmark not defined.
4.3.2 Tagline / Slogan.....	Error! Bookmark not defined.
4.4 Konsep Visual	Error! Bookmark not defined.
4.4.1 Moodboard.....	Error! Bookmark not defined.
4.4.2 Konsep Logo.....	Error! Bookmark not defined.
4.4.3 Tipografi	Error! Bookmark not defined.
4.5 Sketsa	Error! Bookmark not defined.
4.6 Hasil Perancangan	Error! Bookmark not defined.
4.6.1 Hasil perancangan Logo	Error! Bookmark not defined.

4.6.2 Hasil Perancangan Media Utama	Error! Bookmark not defined.
4.6.3 Hasil Perancangan Media Pendukung ...	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran.....	Error! Bookmark not defined.