

## DAFTAR ISI

|  |     |
|--|-----|
| LEMBAR PENGESAHAN .....                      | i   |
| LEMBAR PERNYATAAN .....                      | ii  |
| KATA PENGANTAR .....                         | iii |
| ABSTRAK .....                                | iv  |
| ABSTRACT .....                               | v   |
| DAFTAR ISI.....                              | vi  |
| DAFTAR TABEL.....                            | xi  |
| DAFTAR GAMBAR .....                          | xii |
| DAFTAR LAMPIRAN.....                         | xv  |
| BAB I PENDAHULUAN.....                       | 1   |
| 1.1 Latar Belakang Masalah.....              | 1   |
| 1.2 Permasalahan.....                        | 3   |
| 1.2.1 Identifikasi Masalah.....              | 3   |
| 1.2.2 Rumusan Masalah .....                  | 3   |
| 1.3 Ruang Lingkup.....                       | 4   |
| 1.4 Tujuan Penelitian.....                   | 4   |
| 1.5 Cara Pengumpulan Data dan Analisis ..... | 5   |
| 1.5.1 Cara Pengumpulan Data.....             | 5   |
| 1.5.2 Metode Analisis Data.....              | 6   |
| 1.6 Kerangka Penelitian .....                | 8   |
| 1.7 Pembabakan.....                          | 9   |
| BAB II LANDASAN TEORI.....                   | 10  |
| 2.1 Teori Identitas Visual .....             | 10  |
| 2.2.1 <i>Brand</i> (Merek).....              | 10  |

|        |  |    |
|--------|--|----|
| 2.2.2  | Logo .....   | 12 |
| 2.2.3  | Logo Kombinasi.....  | 13 |
| 2.2.4  | <i>Tagline</i> .....   | 14 |
| 2.2.5  | Tipografi.....   | 14 |
| 2.2.6  | Script .....   | 17 |
| 2.2.7  | <i>Casual Script</i> .....   | 18 |
| 2.2.8  | Dekoratif.....   | 18 |
| 2.2.9  | Warna .....  | 19 |
| 2.1.10 | Tata Letak ( <i>Layout</i> ) .....                                       | 20 |
| 2.1.11 | Ilustrasi.....   | 22 |
| 2.2.10 | Gambar Vektor.....   | 24 |
| 2.2    | Teori Pemasaran .....  | 25 |
| 2.2.1  | Strategi Pemasaran .....   | 25 |
| 2.2.2  | Bauran Pemasaran ( <i>Marketing Mix</i> ) .....                          | 27 |
| 2.2.3  | <i>Unique Selling Proposition</i> (USP).....                             | 28 |
| 2.2.4  | <i>Product Life Cycle</i> (PLC).....                                     | 29 |
| 2.2.5  | <i>Business Model Canvas</i> (BMC).....                                  | 30 |
| 2.2.6  | Analisis SWOT ( <i>Strength, Weakness, Opportunities, Threats</i> )..... | 31 |
| 2.3    | Strategi Media (AISAS) .....   | 32 |
| 2.4    | Teori Promosi .....  | 33 |
| 2.4.1  | Definisi Promosi.....  | 33 |
| 2.4.2  | Tujuan Promosi .....   | 34 |
| 2.4.3  | Bauran Promosi ( <i>Promotion Mix</i> ).....                             | 34 |
| 2.5    | Pendekatan Komunikasi .....  | 36 |

|   |  |     |
|---|--|-----|
| 2.6                                       | Media Promosi .....                                    | 36  |
| 2.6.1                                     | Pengertian dan Macam Macam Media Promosi .....         | 36  |
| 2.7                                       | Kerangka Teori.....                                    | 41  |
| 2.8                                       | Asumsi.....  | 41  |
| BAB III DATA DAN ANALISIS.....            |  | 42  |
| 3.1                                       | Data .....   | 42  |
| 3.1.1                                     | Data Perusahaan .....                                  | 42  |
| 3.1.2                                     | Data Produk.....                                       | 44  |
| 3.1.3                                     | Data Khalayak Sasaran ( <i>Target Audience</i> ) ..... | 48  |
| 3.1.4                                     | Data Proyek Sejenis .....                              | 50  |
| 3.1.5                                     | Data Observasi .....                                   | 63  |
| 3.1.6                                     | Data Wawancara .....                                   | 67  |
| 3.1.7                                     | Data Kuisisioner.....                                  | 72  |
| 3.2                                       | Analisis Data .....                                    | 88  |
| 3.2.1                                     | Analisis Data Perusahaan .....                         | 88  |
| 3.2.2                                     | Analisis Data Produk.....                              | 90  |
| 3.2.3                                     | Analisis Data Khalayak Sasaran .....                   | 93  |
| 3.2.4                                     | Analisis Data Proyek Sejenis .....                     | 94  |
| 3.2.5                                     | Analisis Data Observasi .....                          | 101 |
| 3.2.6                                     | Analisis Data Wawancara .....                          | 102 |
| 3.2.7                                     | Analisis Data Kuisisioner .....                        | 104 |
| 3.2.8                                     | Kesimpulan Analisis Data.....                          | 105 |
| BAB IV KONSEP DAN HASIL PERANCANGAN ..... |  | 109 |
| 4.1                                       | Konsep Pesan .....                                     | 109 |
| 4.2                                       | Konsep Kreatif .....                                   | 110 |

|        |  |     |
|--------|--|-----|
| 4.3    | Konsep Media.....  | 110 |
| 4.3.1  | Jenis Media.....   | 110 |
| 4.3.2  | Strategi Media .....                                     | 111 |
| 4.4    | Konsep Visual .....                                      | 113 |
| 4.4.1  | Moodboard .....  | 113 |
| 4.4.2  | Ilustrasi .....  | 114 |
| 4.4.3  | Tipografi.....   | 115 |
| 4.4.4  | Warna .....  | 116 |
| 4.4.5  | Tata Letak ( <i>Layout</i> ) .....                       | 117 |
| 4.5    | Konsep Bisnis.....                                       | 117 |
| 4.5.1  | Business Model Canvas (BMC).....                         | 117 |
| 4.5.2  | Budgeting .....  | 119 |
| 4.6    | Hasil Perancangan .....                                  | 121 |
| 4.6.1  | Identitas Visual.....                                    | 121 |
| 4.6.2  | Flyer .....  | 127 |
| 4.6.3  | Banner .....   | 127 |
| 4.6.4  | X-Banner .....   | 128 |
| 4.6.5  | Poster .....   | 129 |
| 4.6.6  | Kemasan ( <i>Packaging</i> ) .....                       | 130 |
| 4.6.7  | <i>Stationary</i> (Kartu nama, Kop Surat & Amplop) ..... | 131 |
| 4.6.8  | <i>Greeting Card / Thank You Card</i> .....              | 133 |
| 4.6.9  | Feeds Instagram.....                                     | 134 |
| 4.6.10 | Story Instagram .....                                    | 135 |
| 4.6.11 | Header Facebook.....                                     | 135 |

|   |            |
|---|------------|
| 4.6.12 Header Go-jek (Go-Food) dan Header Grab-food ..... | 136        |
| 4.6.13 Header Shopee.....                                 | 137        |
| 4.6.14 Website.....                                       | 137        |
| 4.6.15 Merchandise .....                                  | 138        |
| <b>BAB V KESIMPULAN DAN SARAN.....</b>                    | <b>140</b> |
| 5.1 Kesimpulan.....                                       | 140        |
| 5.2 Saran .....   | 141        |
| <b>DAFTAR PUSTAKA .....</b>                               | <b>142</b> |
| <b>LAMPIRAN.....</b>                                      | <b>147</b> |