

## DAFTAR ISI

|                                         |     |
|-----------------------------------------|-----|
| LEMBAR PENGESAHAN .....                 | i   |
| HALAMAN PERNYATAAN .....                | ii  |
| KATA PENGANTAR.....                     | iii |
| Abstrak.....                            | x   |
| Abstract.....                           | xi  |
| BAB I.....                              | 1   |
| 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 .....                 | 3   |
| 1.4 Tujuan Penelitian .....             | 4   |
| 1.5 Manfaat Perancangan.....            | 4   |
| 1.6 Metode Penelitian .....             | 5   |
| 1.7 Metode Pengumpulan Data.....        | 5   |
| 1.8 Metode Analisis .....               | 6   |
| 1.9 Kerangka Penelitian.....            | 8   |
| 1.10 Pembabakan .....                   | 9   |
| BAB II .....                            | 10  |
| LANDASAN TEORI.....                     | 10  |
| 2.1 Teori Promosi .....                 | 10  |
| 2.1.1 Pengertian Promosi.....           | 10  |
| 2.1.2 Jenis-Jenis Promosi.....          | 10  |
| 2.1.3 Tujuan Promosi.....               | 10  |
| 2.1.4 Bauran Promosi .....              | 11  |
| 2.2 Teori Periklanan.....               | 12  |
| 2.2.1 Pengertian Periklanan .....       | 12  |
| 2.2.2 Tujuan Periklanan.....            | 12  |
| 2.2.3 Strategi Kreatif Periklanan ..... | 13  |
| 2.3 Teori Brand.....                    | 14  |
| 2.3.1 Pengertian Brand .....            | 14  |

|                                                        |    |
|--------------------------------------------------------|----|
| 2.3.2 <i>Brand Awareness</i> .....                     | 14 |
| 2.3.3 Brand Activation.....                            | 16 |
| 2.4 Teori Komunikasi .....                             | 16 |
| 2.4.1 Pengertian Komunikasi.....                       | 16 |
| 2.4.2 Jenis-Jenis Komunikasi .....                     | 16 |
| 2.4.3 Tujuan Komunikasi .....                          | 17 |
| 2.5 Teori Perilaku Konsumen.....                       | 17 |
| 2.5.1 Pengertian Perilaku Konsumen.....                | 17 |
| 2.5.2 Faktor yang Mempengaruhi Perilaku Konsumen ..... | 18 |
| 2.6 Copywriting .....                                  | 18 |
| 2.6.1 Pengertian Copywriting.....                      | 18 |
| 2.6.2 Jenis-Jenis Copywriting.....                     | 19 |
| 2.7 Media .....                                        | 19 |
| 2.7.1 Pengertian Media .....                           | 19 |
| 2.7.2 Klasifikasi Media.....                           | 20 |
| 2.8 Teori Desain Komunikasi Visual.....                | 21 |
| 2.8.1 Pengertian Desain Komunikasi Visual .....        | 21 |
| 2.8.2 Unsur-Unsur Desain Komunikasi Visual .....       | 22 |
| 2.9 Kerangka Teori .....                               | 26 |
| BAB III .....                                          | 27 |
| DATA DAN ANALISIS DATA .....                           | 27 |
| 3.1 Data Profil.....                                   | 27 |
| 3.1.1 Profil Perusahaan .....                          | 27 |
| 3.1.2 Profil Produk.....                               | 27 |
| 3.2 Data Produk .....                                  | 28 |
| 3.2.1 Feature, Advantage, Benefit (FAB).....           | 28 |
| 3.2.2 <i>Unique Selling Point (USP)</i> .....          | 28 |
| 3.3 Sosial Media .....                                 | 29 |
| 3.3.1 Instagram .....                                  | 29 |
| 3.3.2 Facebook.....                                    | 29 |
| 3.3.3 Twitter.....                                     | 30 |
| 3.3.4 Website .....                                    | 30 |
| 3.4 Data Khalayak Sasaran .....                        | 31 |
| 3.5 Analisis AOI .....                                 | 32 |
| 3.6 Data Empirik.....                                  | 33 |

|                                         |    |
|-----------------------------------------|----|
| 3.6.1 Data Kuisisioner .....            | 33 |
| 3.6.2 Data Observasi.....               | 38 |
| 3.6.3 Data Wawancara.....               | 38 |
| 3.7 Data Kompetitor .....               | 40 |
| 3.7.1 Analisis SWOT Kompetitor .....    | 41 |
| 3.7.2 Analisis AISAS.....               | 42 |
| 3.7.3 Analisis Perbandingan Media.....  | 44 |
| 3.8 Penarikan Kesimpulan .....          | 45 |
| 3.8.1 Rangkuman Hasil Kuisisioner.....  | 45 |
| 3.8.2 Rangkuman Hasil Observasi.....    | 45 |
| 3.8.3 Rangkuman Hasil Wawancara.....    | 45 |
| 3.8.4 Rangkuman Hasil Perbandingan..... | 46 |
| BAB IV .....                            | 47 |
| STRATEGI DAN HASIL PERANCANGAN .....    | 47 |
| 4.1 Strategi.....                       | 47 |
| 4.1.1 Konsep Perancangan.....           | 47 |
| 4.1.2 Strategi Komunikasi .....         | 47 |
| 4.2 Strategi Pesan.....                 | 48 |
| 4.3 Strategi Kreatif.....               | 49 |
| 4.4 Strategi Visual .....               | 53 |
| 4.5 Strategi Media.....                 | 55 |
| 4.6 Hasil Perancangan .....             | 56 |
| 4.6.1 Media Utama .....                 | 56 |
| 4.6.2 Media Pendukung .....             | 57 |
| BAB V .....                             | 64 |
| DATA DAN ANALISIS DATA .....            | 64 |
| 5.1 Strategi.....                       | 64 |
| 5.2 Saran .....                         | 64 |