

DAFTAR ISI

| | |
|-----------------------------------|----|
| LEMBAR PERNYATAAN..... | 3 |
| KATA PENGANTAR | 4 |
| ABSTRAK..... | 5 |
| ABSTRACT..... | 6 |
| DAFTAR ISI..... | 7 |
| DAFTAR TABEL..... | 10 |
| DAFTAR GAMBAR | 11 |
| PENDAHULUAN | 14 |
| 1.1 Latar Belakang..... | 14 |
| 1.2 Permasalahan | 17 |
| 1.2.1 Identifikasi Masalah | 17 |
| 1.2.2 Rumusan Masalah..... | 17 |
| 1.3 Ruang Lingkup | 17 |
| 1.5 Tujuan Penelitian..... | 18 |
| 1.6 Metode Pengumpulan Data | 18 |
| 1.7 Metode Analisis Data | 20 |
| 1.8 Kerangka Penelitian..... | 21 |
| 1.9 Pembabakan..... | 22 |
| BAB II landasan teori..... | 23 |
| 2.1 Branding | 23 |
| 2.1.1 Brand Identity | 24 |
| 2.1.2 Destination Branding..... | 25 |
| 2.2 Komunikasi pemasaran..... | 25 |
| 2.3 Promosi..... | 26 |
| 2.3.1 IMC..... | 27 |

| | |
|---|-----------|
| 2.3.2 Media Promosi..... | 29 |
| 2.4 Desain Komunikasi Visual..... | 30 |
| 2.5 Elemen Grafis..... | 31 |
| 2.5.1 Titik..... | 31 |
| 2.5.2 Garis..... | 31 |
| 2.5.3 Tekstur..... | 32 |
| 2.5.4 Bentuk..... | 32 |
| 2.5.5 Warna..... | 33 |
| 2.5.6 Tipografi..... | 34 |
| 2.5.7 Layout..... | 36 |
| 2.5.8 Ilustrasi..... | 37 |
| 2.6 Logo..... | 38 |
| 2.7 Signage..... | 39 |
| 2.8 Tagline..... | 40 |
| 2.9 Teori SWOT..... | 40 |
| 2.10 Metode Campuran..... | 41 |
| 2.11 Kerangka Teori..... | 41 |
| 2.12 Asumsi..... | 41 |
| BAB III DATA DAN ANALISIS..... | 42 |
| 3.1 DATA..... | 42 |
| 3.1.1 Pemberi Proyek..... | 42 |
| 3.1.2 Fasilitas yang ditawarkan..... | 44 |
| 3.1.3 Data Proyek Sejenis..... | 45 |
| 3.1.4 Observasi..... | 51 |
| 3.1.5 Wawancara..... | 54 |
| 3.1.6 Kuisisioner..... | 61 |
| 3.2 ANALISIS DATA DAN PENARIKAN KESIMPULAN..... | 69 |
| 3.2.2 Analisi Hasil Observasi..... | 77 |
| 3.2.3 Analisis Hasil Wawancara..... | 77 |
| 3.2.4 Analisis Hasil Kuesioner..... | 78 |
| 3.2.5 Kesimpulan..... | 78 |
| 3.2.6. Penarikan Kesimpulan..... | 79 |
| BAB 4..... | 81 |

| | |
|------------------------------------|-----|
| KONSEP DAN HASIL PERANCANGAN | 81 |
| 4.1 Konsep Pesan..... | 81 |
| 4.1.1 Tujuan Komunikasi | 81 |
| 4.1.2 Strategi Komunikasi | 82 |
| 4.2 Konsep Kreatif..... | 83 |
| 4.3 Konsep Visual..... | 83 |
| 4.3.1 Moodboard..... | 84 |
| 4.3.2 Warna | 84 |
| 4.3.3 Tipografi | 85 |
| 4.3.4 Layout..... | 87 |
| 4.4 Konsep Media..... | 87 |
| 4.5 Hasil Perancangan | 89 |
| 4.5.1 Logo..... | 89 |
| 4.5.2 Supergrafis..... | 90 |
| 4.5.3 Sign system..... | 91 |
| 4.5.4 Stationery..... | 92 |
| 4.5.5 Grapic Standart Manual | 94 |
| 4.5.6 Merchandise..... | 97 |
| 4.5.7 Banner..... | 99 |
| 4.5.8 Poster | 101 |
| 4.5.9 Flyer..... | 102 |
| 4.5.10 Brosur Trifold | 103 |
| 4.5.11 Konten Instagram..... | 104 |
| BAB V..... | 107 |
| V.1 Kesimpulan..... | 107 |
| V.2 Saran | 107 |
| DAFTAR PUSTAKA | 109 |