

## DAFTAR ISI

|                                     |            |
|-------------------------------------|------------|
| <b>LEMBAR PENGESAHAN .....</b>      | <b>i</b>   |
| <b>LEMBAR PERNYATAAN .....</b>      | <b>ii</b>  |
| <b>KATA PENGANTAR.....</b>          | <b>iii</b> |
| <b>ABSTRAK .....</b>                | <b>iv</b>  |
| <b><i>ABSTRACT</i> .....</b>        | <b>v</b>   |
| <b>DAFTAR ISI.....</b>              | <b>vi</b>  |
| <b>DAFTAR TABEL .....</b>           | <b>ix</b>  |
| <b>DAFTAR GAMBAR.....</b>           | <b>x</b>   |
| <b>BAB I.....</b>                   | <b>1</b>   |
| <b>PENDAHULUAN.....</b>             | <b>1</b>   |
| 1.1 Latar Belakang .....            | 1          |
| 1.2 Identifikasi Permasalahan ..... | 4          |
| 1.3 Rumusan Masalah .....           | 4          |
| 1.4 Ruang Lingkup.....              | 4          |
| 1.5 Tujuan Penelitian .....         | 5          |
| 1.6 Manfaat Penelitian .....        | 5          |
| 1.7 Metode Penelitian.....          | 6          |
| 1.8 Metode Analisis Data.....       | 7          |
| 1.9 Kerangka Penelitian .....       | 9          |
| 1.10 Pembabakan .....               | 10         |
| <b>BAB II .....</b>                 | <b>11</b>  |
| <b>DASAR PEMIKIRAN .....</b>        | <b>11</b>  |
| 2.1 Teori Perancangan.....          | 11         |
| 2.2 Brand.....                      | 11         |
| 2.3 Identitas Visual.....           | 16         |
| 2.3.1 Logo .....                    | 16         |
| 2.3.2 Nama Merek.....               | 17         |
| 2.3.3 Tagline.....                  | 18         |

|                                             |           |
|---------------------------------------------|-----------|
| 2.4 Media Informasi .....                   | 18        |
| 2.4.1 Media Sosial.....                     | 18        |
| 2.5 Desain Komunikasi Visual.....           | 19        |
| 2.5.1 Teori Desain Komunikasi Visual .....  | 19        |
| 2.5.2 Elemen Desain Komunikasi Visual ..... | 19        |
| 2.5.3 Unsur Desain.....                     | 21        |
| 2.5.4 Prinsip Desain .....                  | 23        |
| 2.6 Fotografi.....                          | 27        |
| <b>BAB III.....</b>                         | <b>28</b> |
| <b>DATA DAN ANALISIS.....</b>               | <b>28</b> |
| 3.1 Data .....                              | 28        |
| 3.1.1 Data Pemberi Proyek.....              | 28        |
| 3.1.2 Data Produk.....                      | 29        |
| 3.1.3 Data Khalayak Sasaran .....           | 31        |
| 3.1.4 Data Proyek Sejenis .....             | 33        |
| 3.1.5 Data Kuesioner.....                   | 36        |
| 3.1.6 Data Wawancara .....                  | 42        |
| 3.1.7 Data Observasi .....                  | 47        |
| 3.2 Analisis Data .....                     | 49        |
| 3.2.1 Analisis Matriks .....                | 49        |
| 3.2.2 Analisis SWOT .....                   | 50        |
| 3.2.3 Analisis Data Kuesioner.....          | 51        |
| 3.2.4 Analisis Data Wawancara .....         | 52        |
| 3.2.5 Analisis Data Observasi .....         | 52        |
| 3.3 Penarikan Kesimpulan .....              | 53        |
| <b>BAB IV.....</b>                          | <b>55</b> |
| <b>KONSEP DAN HASIL PERANCANGAN.....</b>    | <b>55</b> |
| 4.1 Konsep .....                            | 55        |
| 4.1.1 Konsep Pesan .....                    | 55        |
| 4.1.2 Konsep Media .....                    | 55        |
| 4.1.3 Konsep Komunikasi.....                | 56        |

|                             |           |
|-----------------------------|-----------|
| 4.1.4 Konsep Kreatif .....  | 58        |
| 4.1.5 Konsep Visual .....   | 59        |
| 4.1.6 Konsep Bisnis .....   | 65        |
| 4.2 Hasil Perancangan ..... | 66        |
| 4.2.1 Logo .....            | 66        |
| 4.2.2 Sosial Media.....     | 67        |
| 4.2.3 Website.....          | 68        |
| 4.2.4 Buku Konsep.....      | 68        |
| 4.2.5 Media Pendukung ..... | 69        |
| <b>BAB V.....</b>           | <b>70</b> |
| <b>PENUTUP.....</b>         | <b>70</b> |
| 5.1 Kesimpulan .....        | 70        |
| 5.2 Pesan .....             | 70        |
| <b>DAFTAR PUSTAKA.....</b>  | <b>71</b> |
| <b>LAMPIRAN.....</b>        | <b>74</b> |