

LIST OF CONTENT

VALIDATION SHEET	ii
STATEMENT SHEET	iii
FOREWORD.....	iv
ABSTRACT.....	v
LIST OF CONTENT	vi
LIST OF FIGURE	x
LIST OF TABLE	xiii
CHAPTER I	1
1.1 Background	1
1.2 Problem Identification.....	4
1.3 Problem Formulation	4
1.4 Problem Scope.....	4
1.5 Design Objectives.....	5
1.6 Design Benefits	6
1.6.1 Benefit for University Students:	6
1.6.2 Benefit for Parents or Guardian.....	6
1.6.3 Benefit for Academics	6
1.7 Methodology	6
1.7.1 Data Collection	7
1.7.2 Data Analysis.....	8
1.8 Design Framework.....	10
1.9 Writing Systematic.....	11
CHAPTER II.....	12
2.1 Media Financial Planning Application	12
2.1.1 Advantages and Disadvantages.....	12
2.2 Design Approach for Financial Planning Application.....	14
2.2.1 User-Centered Design in Financial Planning	14
2.3 Financial Planning Design Concept.....	14
2.3.1 Objectives of Financial Planning for University Students	15

2.3.2 Behavioral Finance	15
2.4 UI/UX	15
2.4.1 User Interface (UI)	16
2.4.2 User Experience (UX)	22
2.5 Mobile Application.....	25
2.5.1 Concept of Mobile Application	25
2.5.2 Principles of Mobile Application	26
2.5.3 Mobile Application in Financial Planning	28
2.6 Media Application.....	29
2.7 Brand Identity	31
2.7.1 Elements of Brand Identity	31
2.8 Visual Communication Design.....	36
2.8.1 Elements of Visual Communication Design.....	36
2.8.2 Principles of Visual Communication Design	39
2.9 Design Thinking	42
2.9.1 Emphasise	42
2.9.2 Define	42
2.9.3 Ideate.....	45
2.9.4 Prototype.....	45
2.9.5 Test	46
2.10 AISAS Model.....	46
2.10.1 Attention	46
2.10.2 Interest	47
2.10.3 Search.....	47
2.10.4 Action	48
2.10.5 Share.....	48
2.11 Theoretical Framework.....	49
2.12 Assumption	49
CHAPTER III	50
3.1 Data	50
3.2 Phenomenon of Financial.....	50
3.2.1 Factors Causing Financial Instability	51

3.2.2 Impact of Financial Instability.....	51
3.3 Similar Media Observation Data.....	52
3.4 Interview Result Data	54
3.5 Target Audience	66
3.5.1 Target Audience in STP	66
3.6 Similar Work Analysis	69
3.6.1 Similar Media Observation Analysis.....	69
3.6.2 Comparison Matrix.....	72
3.7 S.W.O.T Analysis	74
3.8 Telkom University.....	75
3.8.1 Collaborations and Educational Programs	75
3.8.2 Research on Student Financial Literacy	76
3.8.3 University Profile & Secondary Research	76
3.8.4 Conclusion	76
3.9 Data Conclusion	76
3.9.1 Interview	76
3.9.2 Target Audience Profiling.....	77
3.10 Big Themes and Keywords.....	77
3.10.1 Big Themes	77
CHAPTER IV.....	79
4.1 Big Idea	79
4.2 Message Concept.....	80
4.3 Creative Concept.....	81
4.4 Communication Concept.....	81
4.5 Visual Concept	83
4.6 Design Process	88
4.6.1 Logo Sketching.....	88
4.6.2 Final Logo	89
4.6.3 Sitemap.....	90
4.6.4 User Flow	90
4.6.5 Low-Fidelity Prototype (Wireframe)	92
4.7 Design Result	100

4.7.1 High-Fidelity.....	100
4.7.2 Supporting Media	114
CHAPTER V	121
5.1 Conclusion	121
5.2 Suggestion	122
REFERENCES.....	124
SPECIAL THANKS	129