

DAFTAR ISI

LEMBAR PENGESAHAN.....	Error! Bookmark not defined.
LEMBAR PERNYATAAN	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
KATA PENGANTAR.....	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR BAGAN.....	Error! Bookmark not defined.
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR TABEL	Error! Bookmark not defined.
BAB 1.....	Error! Bookmark not defined.
PENDAHULUAN.....	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Permasalahan.....	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah.....	Error! Bookmark not defined.
1.2.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Ruang Lingkup	Error! Bookmark not defined.
1.4 Tujuan Perancangan	Error! Bookmark not defined.
1.5 Cara Pengumpulan Data dan Analisis Data.....	Error! Bookmark not defined.
1.5.1 Cara Pengumpulan Data.....	Error! Bookmark not defined.
1.5.2 Analisis Data	Error! Bookmark not defined.
1.6 Kerangka Perancangan	Error! Bookmark not defined.
1.7 Pembabakan.....	Error! Bookmark not defined.
BAB 2.....	Error! Bookmark not defined.
DASAR PEMIKIRAN	Error! Bookmark not defined.
2.1 Perancangan.....	Error! Bookmark not defined.
2.2 Komunikasi	Error! Bookmark not defined.
2.3 Pemasaran.....	Error! Bookmark not defined.
2.4 Media.....	Error! Bookmark not defined.
2.4.1 Jenis-Jenis Media	Error! Bookmark not defined.

2.5 Promosi.....	Error! Bookmark not defined.
2.5.1 Bauran Promosi	Error! Bookmark not defined.
2.6 Media Promosi	Error! Bookmark not defined.
2.6.1 Karakteristik Media Promosi	Error! Bookmark not defined.
2.7 Desain Komunikasi Visual.....	Error! Bookmark not defined.
2.7.1 Fungsi Desain Komunikasi Visual.....	Error! Bookmark not defined.
2.7.2 Prinsip Desain Komunikasi Visual	Error! Bookmark not defined.
2.7.3 Unsur Desain Komunikasi Visual.....	Error! Bookmark not defined.
2.7.4 Logo	Error! Bookmark not defined.
2.7.5 Tipografi	Error! Bookmark not defined.
2.7.6 <i>Layout</i>	Error! Bookmark not defined.
2.7.7 Warna.....	Error! Bookmark not defined.
2.7.8 Ilustrasi.....	Error! Bookmark not defined.
2.7.9. Fotografi.....	Error! Bookmark not defined.
BAB 3.....	Error! Bookmark not defined.
DATA DAN ANALISA MASALAH.....	Error! Bookmark not defined.
3.1 Data Institusi Pemberi Proyek.....	Error! Bookmark not defined.
3.1.1 Sejarah Perusahaan.....	Error! Bookmark not defined.
3.1.2 Visi Misi Perusahaan.....	Error! Bookmark not defined.
3.1.3 Media Promosi Perusahaan	Error! Bookmark not defined.
3.1.4 Data Produk.....	Error! Bookmark not defined.
3.1.5 Data Khalayak Konsumen.....	Error! Bookmark not defined.
3.2 Data Perusahaan Sejenis.....	Error! Bookmark not defined.
3.2.1 PT. Kalden Indonesia.....	Error! Bookmark not defined.
3.2.2 PT. Inkote Indonesia	Error! Bookmark not defined.
3.2.3 Hempel <i>Paint</i>	Error! Bookmark not defined.
3.3 Data Hasil Observasi.....	Error! Bookmark not defined.
3.4 Data Hasil Wawancara	Error! Bookmark not defined.
3.4.1 Direktur PT.GUSANA – Genta Ginanjar.....	Error! Bookmark not defined.
3.4.2 Pengguna Produk PT.GUSANA	Error! Bookmark not defined.
3.5 Analisa Data	Error! Bookmark not defined.
3.5.1 Analisa SWOT	Error! Bookmark not defined.
3.5.2 Matriks SWOT	Error! Bookmark not defined.

3.5.3 Analisis Media Perusahaan Sejenis.....	Error! Bookmark not defined.
3.5.4 Analisis Media Visual Terhadap Teori Desain.....	Error! Bookmark not defined.
BAB 4.....	Error! Bookmark not defined.
KONSEP DAN HASIL PERANCANGAN.....	Error! Bookmark not defined.
4.1 Konsep Pesan	Error! Bookmark not defined.
4.2 Konsep Kreatif	Error! Bookmark not defined.
4.3 Konsep Media.....	Error! Bookmark not defined.
4.3.1 Perencanaan Media	Error! Bookmark not defined.
4.3.2 Penjadwalan Media	Error! Bookmark not defined.
4.4 Konsep Visual	Error! Bookmark not defined.
4.4.1 Gaya Visual.....	Error! Bookmark not defined.
4.4.2 Warna	Error! Bookmark not defined.
4.4.3 <i>Layout</i>	Error! Bookmark not defined.
4.4.4 Tipografi.....	Error! Bookmark not defined.
4.5 Konsep Bisnis.....	Error! Bookmark not defined.
4.5.1 Bauran Pemasaran.....	Error! Bookmark not defined.
4.5.2 Konsep Marketing Communication	Error! Bookmark not defined.
4.6 Hasil Perancangan.....	Error! Bookmark not defined.
4.6.1 Ilustrasi Visual	Error! Bookmark not defined.
4.6.2 Layout	Error! Bookmark not defined.
4.6.3 Media Pendukung.....	Error! Bookmark not defined.
4.6.4 Media Internet	Error! Bookmark not defined.
4.6.5 Kemasan.....	Error! Bookmark not defined.
4.6.6 Media lain.....	Error! Bookmark not defined.
BAB 5.....	Error! Bookmark not defined.
PENUTUP.....	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran.....	Error! Bookmark not defined.
DAFTAR PUSTAKA.....	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.
LAMPIRAN I.....	Error! Bookmark not defined.
LAMPIRAN II	Error! Bookmark not defined.
LAMPIRAN III	Error! Bookmark not defined.

