

DAFTAR ISI

LEMBAR PERNYATAAN.....	Error! Bookmark not defined.
ABSTRAK.....	Error! Bookmark not defined.
DAFTAR ISI	iv
BAB I 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 Manfaat Perancangan	Error! Bookmark not defined.
1.6 Metode Penelitian	Error! Bookmark not defined.
1.7 Cara Analisis Data	Error! Bookmark not defined.
1.7.1 Analisis STP	Error! Bookmark not defined.
1.8 Kerangka Pemikiran	Error! Bookmark not defined.
1.9 Sistematika Penulisan.....	Error! Bookmark not defined.
BAB II	Error! Bookmark not defined.
DASAR PEMIKIRAN.....	Error! Bookmark not defined.
2.1 Promosi	Error! Bookmark not defined.
2.2 Desain Komunikasi Visual	Error! Bookmark not defined.
2.1.1 Promosi dalam Pariwisata.....	Error! Bookmark not defined.
2.1.2 Unsur Desain Komunikasi Visual.....	Error! Bookmark not defined.
2.3 Layout	Error! Bookmark not defined.
2.4 Tipografi	Error! Bookmark not defined.
2.3.1 Huruf Berkait (<i>Serif</i>)	Error! Bookmark not defined.
2.3.2 Huruf Tak Berkait (<i>Sans-Serif</i>)	Error! Bookmark not defined.
2.3.3 Huruf Dekoratif.....	Error! Bookmark not defined.
2.3.3 Huruf Monospace.....	Error! Bookmark not defined.
2.3.5 Huruf Mistral	Error! Bookmark not defined.
2.5 Iklan <i>Advertising</i>	Error! Bookmark not defined.
2.4.1 Media.....	Error! Bookmark not defined.
2.6 Komunikasi.....	Error! Bookmark not defined.
2.7 Promosi Pariwisata	Error! Bookmark not defined.
2.6.1 Promosi dalam Pariwisata.....	Error! Bookmark not defined.
2.6.2. Tujuan dan Teknik Promosi Pariwisata ...	Error! Bookmark not defined.

2.8	Destinasi Pariwisata.....	Error! Bookmark not defined.
2.9	Pengertian Edukasi.....	Error! Bookmark not defined.
2.11	Logo dan <i>Tagline</i>	Error! Bookmark not defined.
2.4	Maskot.....	43
2.13	Teori AISAS (<i>Attention, Interest, Search, Action, Share</i>).Error!	Bookmark not defined.
2.14	Teori Analisis SWOT.....	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.
3.1.	Data dan fakta	Error! Bookmark not defined.
3.1.1.	Lembaga Pendukung.....	50
3.2	Destinasi Pariwisata Edukasi Kota Bandung	50
3.3	Khalayak Sasaran	50
1.	Demografi	50
2.	Geografi	50
3.	Psikografi	51
3.4	Data Observasi	51
3.4.1	Hasil Pengumpulan Data	Error! Bookmark not defined.
3.4.2	Observasi Lapangan.....	Error! Bookmark not defined.
3.4.3	Hasil Kuisisioner	Error! Bookmark not defined.
3.5	Analisis Matriks	Error! Bookmark not defined.
3.6	Kesimpulan Matriks	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
4.1.	Strategi Promosi	Error! Bookmark not defined.
4.1.1	Konsep Pesan.....	60
4.1.2	Konsep Komunikasi.....	61
4.1.3	Strategi Kreatif	62
4.1.4	Konsep Media.....	Error! Bookmark not defined.
4.1.5	Timeline Media	Error! Bookmark not defined.
4.2	Konsep Visual	Error! Bookmark not defined.
4.2.1	Studi Visual Video.....	Error! Bookmark not defined.
4.2.2	Studi Visual Elemen/ icon atau Warna	Error! Bookmark not defined.
4.2.3	Tipografi	Error! Bookmark not defined.
4.2.4	Warna.....	Error! Bookmark not defined.
4.2.5	Iklan Visual.....	Error! Bookmark not defined.
4.2.6	Logo Visual.....	Error! Bookmark not defined.
4.3	Proses Perancangan	Error! Bookmark not defined.
4.3.1	Studi Logo	Error! Bookmark not defined.
4.3.2	Media Utama	69

4.3.3 Media pendukung	70
4.4 Hasil Perancangan	73
Sumber: (penulis. 2017).....	74
BAB IV.....	75
4.5. Konsep Perancangan	79
4.1.1 Konsep Pesan	79
4.1.2 Konsep Komunikasi	79
4.1.3 Strategi Kreatif	80
4.1.4 Konsep Media	80
4.1.5 Timeline Media	81
4.6 Konsep Visual.....	82
4.2.1 Studi Visual Video	82
4.2.2 Studi Visual Elemen/ icon atau Warna	82
4.2.3 Tipografi	83
4.2.4 Warna	84
4.2.5 Iklan Visual	85
4.4.6 Logo Visual.....	85
4.7 Proses Perancangan	86
4.3.1 Studi Logo	87
4.3.2 Media Utama	88
4.3.3 Media pendukung	90
4.5 Hasil Perancangan	91
BAB V PENUTUP	93
9.1 Simpulan	93
9.2 Saran	93
Daftar Pustaka	94
LAMPIRAN	95

