

## DAFTAR ISI

LEMBAR PERNYATAAN .....	i
LEMBAR PENGESAHAN .....	ii
ABSTRAK .....	iii
ABSTRACT .....	iv
KATA PENGANTAR .....	v
BAB I .....	1
PENDAHULUAN .....	1
1.1 Latar Belakang Permasalahan .....	1
1.2 Permasalahan .....	3
1.2.1 Identifikasi Masalah .....	3
1.2.2 Rumusan Masalah .....	4
1.3 Ruang Lingkup .....	5
1.4 Tujuan Penelitian .....	6
1.5 Metode Penelitian .....	6
1.5.1 Metode Pengumpulan Data .....	6
1.5.2 Metode Analisis dan Perancangan .....	8
1.6 Kerangka Penelitian .....	11
1.7 Pembabakan .....	12
1.7.1 BAB I PENDAHULUAN .....	12
1.7.2 BAB II LANDASAN TEORI .....	12
1.7.3 BAB III URAIAN DATA HASIL SURVEY & ANALISIS .....	12
1.7.4 BAB IV KONSEP DAN HASIL PERANCANGAN .....	12
1.7.5 BAB V PENUTUP .....	12
BAB II .....	13
LANDASAN TEORI .....	13
2.1 Pariwisata .....	13
2.2 Periklanan ( <i>Advertising</i> ) dan Iklan .....	14
2.2.1. Tujuan Periklanan .....	15
2.2.2. Jenis-Jenis Periklanan .....	15
2.2.3. Fungsi Periklanan .....	15
2.2.4. Strategi Kreatif Periklanan .....	16

2.3 Promosi.....	16
2.3.1 Promosi Pariwisata .....	17
2.3.2 <i>Online Travel Agent</i> .....	17
2.4 <i>Brand</i> .....	18
2.4.1 <i>Branding</i> .....	19
2.4.1.1 <i>Brand Awareness</i> .....	20
2.4.1.2 <i>Brand Activation</i> .....	20
2.5 Perilaku Konsumen .....	21
2.6 Desain Komunikasi Visual.....	23
2.6.1 Tata Letak ( <i>Layout</i> ) .....	23
2.6.2 Warna .....	23
2.6.3 Tipografi.....	26
2.6.4 Fotografi .....	28
2.7 Media.....	29
2.7.1 Media Promosi .....	30
2.7.1.1 <i>Event</i> .....	31
2.7.1.2 <i>Event Marketing</i> .....	31
2.7.1.3 Stan ( <i>Booth</i> ).....	32
2.7.1.4 <i>Car Free Day</i> .....	33
2.7.2 Media Sosial .....	34
2.7.2.1 Promosi Media Sosial.....	35
2.7.3 <i>Media Online (New Media)</i> .....	35
2.7.4 <i>Virtual Reality Tour</i> .....	36
2.7.4.1 Perancangan <i>Virtual Reality Tour</i> .....	37
2.8. Kerangka Teori.....	39
2.9. Asumsi.....	40
BAB III.....	41
URAIAN DAN ANALISIS DATA .....	41
3.1 Data Produk .....	41
3.1.1 Data Tempat Wisata .....	41
3.1.1 Data Pemberi Proyek.....	44
3.2 Data Khalayak Sasaran.....	53
<i>Segmentting, Targetting, Positioning</i> .....	53
3.2.2 Data Hasil Wawancara Konsumen.....	54

3.2.3	Data Hasil Observasi .....	56
3.2.4	Data Hasil Kuisisioner .....	57
3.3	Data Kompetitor .....	59
3.3.1	Kompetitor I .....	59
3.3.2	Kompetitor II .....	60
3.3.3	Analisis Produk .....	62
3.3.4	Analisis Pemasaran.....	63
3.3.5	Analisis Komunikasi .....	65
3.3.6	Analisis Media.....	66
3.3.7	Analisis SWOT.....	67
3.3.8	Kesimpulan Data .....	70
3.3.9	Kesimpulan.....	71
BAB IV	.....	72
STRATEGI DAN HASIL PERANCANGAN	.....	72
4.1	Strategi.....	72
4.1.1	<i>Booth Event Marketing</i> .....	72
4.1.1.1	<i>Car Free Day Event Bandung</i> .....	72
4.1.1.1	<i>Virtual Reality 360 Booth</i> .....	73
4.1.2	Strategi Kreatif .....	74
4.1.3	Strategi Komunikasi .....	76
4.1.3.1	Timeline Kegiatan .....	78
4.1.4	Strategi Visual .....	79
4.1.5	Strategi Media .....	81
4.2	Hasil Perancangan .....	85
4.2.1	<i>Billboard (Attention)</i> .....	85
4.2.2	<i>Banner (Attention)</i> .....	86
4.2.3	<i>Poster (Interest)</i> .....	87
4.2.4	<i>Brosur (Interest)</i> .....	88
4.2.5	<i>Video Promosi (Interest)</i> .....	89
4.2.6	<i>X-Banner (Interest)</i> .....	90
4.2.7	<i>Feeds Instagram (Search)</i> .....	91
4.2.8	<i>Website Banner (Search)</i> .....	92
4.2.9	<i>Virtual Reality 360 (Action)</i> .....	93
4.2.10	<i>Virtual Reality 360 Booth (Action)</i> .....	94

4.2.10 <i>Merchandise (Share)</i> .....	95
4.2.9 Rincian Biaya .....	96
BAB V.....	97
PENUTUP.....	97
5.1 Kesimpulan.....	97
DAFTAR PUSTAKA .....	98
LAMPIRAN.....	103