

Daftar Isi

| | | |
|--------|----------------------------------|----|
| BAB I | PENDAHULUAN | 1 |
| 1.1. | Latar Belakang..... | 1 |
| 1.2. | Permasalahan | 3 |
| 1.2.1. | Identifikasi Masalah | 3 |
| 1.2.2. | Rumusan Masalah | 3 |
| 1.3. | Ruang Lingkup | 3 |
| 1.4. | Tujuan Penelitian..... | 4 |
| 1.5. | Manfaat Penelitian..... | 4 |
| 1.6. | Metode Penelitian | 5 |
| 1.6.1. | Metode Pengumpulan Data | 5 |
| 1.6.2. | Metode Analisis | 6 |
| 1.7. | Kerangka Perancangan | 7 |
| 1.8. | Sistematika Penulisan | 8 |
| BAB II | LANDASAN TEORI..... | 9 |
| 2.1. | Komunikasi..... | 9 |
| 2.2. | Perilaku Konsumen | 9 |
| 2.3. | The Facets Model of Effects..... | 10 |
| 2.4. | Consumer Insight..... | 12 |
| 2.5. | Kampanye..... | 12 |
| 2.5.1. | Pengertian Kampanye | 12 |
| 2.5.2. | Kampanye Sosial..... | 13 |
| 2.5.3. | Tujuan Kampanye | 13 |
| 2.5.4. | Pesan Kampanye | 14 |
| 2.6. | Media..... | 14 |
| 2.6.1. | Pengertian Media | 14 |
| 2.6.2. | Media Kampanye | 15 |

| | | |
|----------------|--|-----------|
| 2.7. | Human Behavior..... | 15 |
| 2.8. | Desain Komunikasi Visual..... | 15 |
| 2.8.1. | Layout..... | 17 |
| 2.8.2. | Tipografi..... | 18 |
| 2.8.3. | Ilustrasi..... | 19 |
| 2.8.4. | Warna..... | 20 |
| 2.8.5. | Videografi..... | 21 |
| 2.9. | Kerangka Teori..... | 21 |
| 2.10. | Asumsi..... | 21 |
| BAB III | URAIAN DAN ANALISIS DATA..... | 23 |
| 3.1. | Data Lembaga..... | 23 |
| 3.1.1. | PURULA..... | 23 |
| 3.1.2. | Sejarah Dinas Kesehatan Kota Bandung..... | 24 |
| 3.2. | Data Objek..... | 26 |
| 3.3. | Data Hasil Observasi..... | 28 |
| 3.4. | Data Wawancara..... | 29 |
| 3.5. | Data Hasil Kuesioner..... | 30 |
| 3.6. | Data Khalayak Sasaran..... | 30 |
| 3.7. | Data Kampanye Sejenis..... | 34 |
| 3.8. | Analisis..... | 35 |
| 3.8.1. | Analisis Data Kampanye Sejenis..... | 35 |
| 3.8.2. | Analisis Matriks Penarikan Kesimpulan..... | 37 |
| BAB IV | KONSEP DAN HASIL PERANCANGAN..... | 38 |
| 4.1. | Konsep Perancangan..... | 38 |
| 4.1.1. | Konsep Pesan..... | 38 |
| 4.1.2. | Konsep Kreatif..... | 40 |

| | | |
|-----------------------------|---------------------------------------|-----------|
| 4.1.3. | Konsep Media | 42 |
| 4.1.4. | Konsep Visual | 44 |
| 4.2. | Konsep Marketing Communication | 46 |
| 4.3. | Hasil Perancangan | 46 |
| 4.3.1. | Event Expo Kesehatan Masyarakat | 47 |
| 4.3.2. | Spanduk | 48 |
| 4.3.3. | X Banner | 48 |
| 4.3.4. | Billboard | 50 |
| 4.3.5. | Jingle | 51 |
| 4.3.6. | Video Marketing | 51 |
| 4.3.7. | Iklan Layanan Masyarakat..... | 52 |
| 4.3.8. | Feed Instagram..... | 53 |
| 4.3.9. | Filter AR Instagram | 54 |
| 4.3.10. | Spanduk Web | 54 |
| 4.3.11. | Voucher Flyer..... | 55 |
| 4.3.12. | Merchandise | 56 |
| BAB V | KESIMPULAN DAN SARAN | 57 |
| 5.1. | Kesimpulan..... | 57 |
| 5.2. | Saran | 57 |
| DAFTAR PUSTAKA | | 58 |
| LAMPIRAN..... | | 61 |