

## Daftar Isi

|                                                |      |
|------------------------------------------------|------|
| LEMBAR PENGESAHAN .....                        | i    |
| KATA PENGANTAR.....                            | ii   |
| ABSTRAK .....                                  | iii  |
| Daftar Isi .....                               | v    |
| Daftar Gambar .....                            | viii |
| Daftar Tabel.....                              | x    |
| BAB I PENDAHULUAN .....                        | 1    |
| 1.1 Latar Belakang .....                       | 1    |
| 1.2 Identifikasi Masalah.....                  | 3    |
| 1.3 Rumusan Masalah .....                      | 3    |
| 1.4 Ruang Lingkup/Batasan Penelitian .....     | 3    |
| 1.5 Tujuan Penelitian .....                    | 4    |
| 1.6 Manfaat Penelitian .....                   | 4    |
| 1.7 Metode Pengumpulan Data dan Analisis ..... | 4    |
| 1.7.1 Metode Pengumpulan Data .....            | 4    |
| 1.7.2 Metode Analisis Data .....               | 6    |
| 1.8 Kerangka Penelitian.....                   | 7    |
| 1.9 Sistematika Penulisan .....                | 8    |
| BAB II LANDASAN TEORI .....                    | 9    |
| 2.1 Teori <i>Brand</i> .....                   | 9    |
| 2.1.1 <i>Brand Awareness</i> .....             | 9    |
| 2.2 Pemasaran.....                             | 10   |
| 2.2.1 Strategi Pemasaran.....                  | 10   |
| 2.2.2 BMC .....                                | 12   |
| 2.3 Teori Promosi .....                        | 13   |
| 2.4 Teori Media.....                           | 16   |
| 2.4.1 Fungsi Media.....                        | 16   |
| 2.4.2 Jenis Media .....                        | 17   |
| A. Teori Media Sosial.....                     | 18   |

|                |                                             |           |
|----------------|---------------------------------------------|-----------|
| <b>B.</b>      | <b>Teori Media Cetak.....</b>               | <b>18</b> |
| <b>2.5</b>     | <b>Teori Desain Komunikasi Visual .....</b> | <b>19</b> |
| <b>i.</b>      | <b>Warna .....</b>                          | <b>20</b> |
| <b>ii.</b>     | <b>Tipografi.....</b>                       | <b>21</b> |
| <b>iii.</b>    | <b>Ilustrasi .....</b>                      | <b>23</b> |
| <b>iv.</b>     | <b>Layout .....</b>                         | <b>24</b> |
| <b>2.6</b>     | <b>SWOT .....</b>                           | <b>28</b> |
| <b>2.7</b>     | <b>AISAS .....</b>                          | <b>29</b> |
| <b>2.8</b>     | <b>Kerangka Teori.....</b>                  | <b>31</b> |
| <b>2.9</b>     | <b>Asumsi .....</b>                         | <b>31</b> |
| <b>BAB III</b> | <b>DATA DAN ANALIS.....</b>                 | <b>32</b> |
| <b>3.1</b>     | <b>Data.....</b>                            | <b>32</b> |
| <b>3.1.1</b>   | <b>Data Perusahaan .....</b>                | <b>32</b> |
| <b>3.1.2</b>   | <b>Data Pesaing .....</b>                   | <b>37</b> |
| <b>3.1.3</b>   | <b>Data Khalayak Sasaran .....</b>          | <b>43</b> |
| <b>3.1.4</b>   | <b>Data Observasi .....</b>                 | <b>44</b> |
| <b>3.1.5</b>   | <b>Data Wawancara.....</b>                  | <b>46</b> |
| <b>3.1.6</b>   | <b>Data Kuesioner .....</b>                 | <b>49</b> |
| <b>3.2</b>     | <b>Analisis Data .....</b>                  | <b>58</b> |
| <b>3.2.1</b>   | <b>Analisis Data Pesaing.....</b>           | <b>58</b> |
| <b>3.2.2</b>   | <b>Analisis Data Khalayak .....</b>         | <b>61</b> |
| <b>3.2.3</b>   | <b>Analisis Data Observasi.....</b>         | <b>61</b> |
| <b>3.2.4</b>   | <b>Analisis Data Wawancara .....</b>        | <b>61</b> |
| <b>3.2.5</b>   | <b>Analisis Data Kuesioner .....</b>        | <b>62</b> |
| <b>3.2.6</b>   | <b>Analisis SWOT .....</b>                  | <b>63</b> |
| <b>3.3</b>     | <b>Penarikan Kesimpulan.....</b>            | <b>64</b> |
| <b>BAB IV</b>  | <b>KONSEP DAN HASIL PERANCANGAN .....</b>   | <b>67</b> |
| <b>4.1</b>     | <b>Konsep Perancangan.....</b>              | <b>67</b> |
| <b>4.1.1</b>   | <b>Konsep Pesan.....</b>                    | <b>67</b> |
| <b>4.1.2</b>   | <b>Konsep Kreatif .....</b>                 | <b>67</b> |
| <b>4.1.3</b>   | <b>Konsep Visual.....</b>                   | <b>68</b> |
| <b>4.1.4</b>   | <b>Konsep Media .....</b>                   | <b>72</b> |
| <b>4.1.5</b>   | <b>Konsep Media .....</b>                   | <b>75</b> |
| <b>4.2</b>     | <b>Hasil Perancangan.....</b>               | <b>76</b> |

|                               |                      |           |
|-------------------------------|----------------------|-----------|
| 4.2.1                         | Supergrafis.....     | 76        |
| 4.2.2                         | Media Identitas..... | 76        |
| 4.2.3                         | Website.....         | 77        |
| 4.2.4                         | Media Sosial.....    | 81        |
| 4.2.5                         | Media Cetak.....     | 84        |
| 4.2.6                         | Media Lainnya.....   | 84        |
| <b>BAB V KESIMPULAN .....</b> |                      | <b>86</b> |
| 5.1                           | Kesimpulan .....     | <b>86</b> |
| 5.2                           | Saran.....           | <b>86</b> |
| <b>Daftar Pustaka.....</b>    |                      | <b>88</b> |
| <b>Lampiran .....</b>         |                      | <b>92</b> |