

TABLE OF CONTENTS

VALIDITY SHEET.....	I
STATEMENT SHEET.....	II
FOREWORD	III
ABSTRACT	V
TABLE OF CONTENTS.....	VI
LIST OF FIGURES.....	IX
LIST OF TABLES.....	XII
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Identification	4
1.3 Research Questions	4
1.4 Scope (Research Limitation).....	5
1.5 Research Goal	5
1.6 Research Benefits.....	5
1.7 Research Method	6
1.8 Design Framework	9
1.9 Writing Systematic	10
CHAPTER II RATIONALE	11
2.1 Visual Communication Design	11
2.1.1 Graphic Design Elements	11
2.1.2 Graphic Design Principles	15
2.1.3 Typography	17
2.2 Website	18
2.2.1 Definition of Website	18

2.2.2 Website Function	19
2.2.3 Website Design Principles.....	19
2.2.4 Website Types	20
2.2.5 Website Anatomy.....	21
2.3 Design Thinking Method	22
2.4 User Interface.....	22
2.4.1 User Interface Principles	23
2.4.2 User Interface Elements.....	23
2.5 User Experience	24
2.5.1 Definition of User Experience.....	24
CHAPTER III	25
3.1 Data	25
3.1.1 Project Granting Institution Data - ESI Kab Lebak.....	25
3.1.2 Vision and Mission	26
3.1.3 Organizational Structure	27
3.2 Esports	28
3.2.1 Definition of Esports.....	28
3.3 Product Data	28
3.3.1 Website	28
3.3.2 Efficient Features.....	29
3.4 Target Audience Data	29
3.4.1 Demographic	29
3.4.2 Geographic	30
3.4.3 Psychographic	30
3.4.4 Consumer Behaviour.....	30
3.4.5 Product Data	30

3.5 Similar Media Observation Data	31
3.5.1 Website Yamisok	31
3.5.2 Website Revival TV	32
3.5.3 Website One Esports	33
3.6 Interview Result Data.....	34
3.6.1 Interview with Target Audience.....	34
3.6.2 Conclusion of the Interview	35
3.6.3 Conclusion of the Interview	37
3.7 Questionnaire Result Data.....	37
3.8 Data Analysis	56
3.8.1 Matrix Analysis of Similar Project Data	56
3.9 Design Thinking.....	57
CHAPTER IV	59
4.7.1 Logo	67
4.7.2 Website	69
4.7.3 Main Media	72
4.7.4 Supporting Media	83
CHAPTER V.....	86
5.1 Conclusion	86
5.1.1 Suggestions	87
REFERENCE	88
ATTACHMENTS.....	91