

DAFTAR ISI

| | |
|------------------------------------------------|------------|
| ABSTRAK | ii |
| ABSTRACT | iii |
| KATA PENGANTAR | iv |
| DAFTAR ISI | vi |
| DAFTAR TABEL | x |
| DAFTAR GAMBAR | x |
| BAB I | 1 |
| PENDAHULUAN | 1 |
| 1.1 Latar Belakang Masalah | 1 |
| 1.2 Identifikasi Masalah | 3 |
| 1.3 Rumusan Masalah | 4 |
| 1.4 Ruang Lingkup | 4 |
| 1.5 Tujuan Perancangan | 4 |
| 1.6 Manfaat Perancangan | 4 |
| 1.7 Pengumpulan dan Analisis Data | 5 |
| 1.7.1 Metode Pengumpulan Data | 5 |
| 1.7.2 Analisis Data | 5 |
| 1.8 Kerangka Penelitian | 6 |
| 1.9 Pembabakan | 6 |
| BAB II | 8 |
| LANDASAN TEORI | 8 |
| 2.1 Iklan | 8 |
| 2.1.1 Pengertian Iklan | 8 |
| 2.1.2 Fungsi Iklan..... | 9 |
| 2.1.3 Tujuan Iklan..... | 10 |
| 2.1.4 Strategi Iklan | 10 |
| 2.1.5 <i>Above The Line</i> | 13 |
| 2.1.6 <i>Below The Line</i> | 14 |
| 2.1.7 <i>Through The Line</i> | 14 |

| | |
|-------------------------------------------------|-----------|
| 2.2 Visualisasi Iklan | 14 |
| 2.2.1 TVC (<i>Television Commercial</i>)..... | 14 |
| 2.2.2 Media OOH (<i>Out-Of-Home</i>) | 16 |
| 2.2.3 Print Advertisement..... | 16 |
| 2.2.4 Iklan Radio | 17 |
| 2.3 Desain Komunikasi Visual..... | 17 |
| 2.3.1 Unsur-Unsur DKV | 18 |
| 2.5 Tipografi | 20 |
| 2.6 AISAS..... | 20 |
| 2.7 Kerangka Teori | 22 |
| 2.8 Kerangka Berpikir | 23 |
| <i>BAB III</i> | 24 |
| <i>DATA DAN ANALISIS</i> | 24 |
| 3.1 Data Perusahaan..... | 24 |
| 3.1.1 Profil Perusahaan..... | 24 |
| 3.2 Data Produk | 25 |
| 3.2.1 Feature, Advantage, Benefit (FAB)..... | 26 |
| 3.2.2 Unique Selling Point | 26 |
| 3.3 Media Sosial | 27 |
| 3.3.1 Website | 27 |
| 3.3.2 Instagram..... | 27 |
| 3.3.3 TikTok | 28 |
| 3.3.4 X/Twitter | 29 |
| 3.3.5 Youtube..... | 29 |
| 3.4 Data Kompetitor | 30 |
| 3.4.1 IM3 Ooredoo..... | 30 |
| 3.4.2 AXIS..... | 31 |
| 3.5 Data Khalayak Sasaran | 31 |
| 3.5.1 Segmentasi | 31 |
| 3.6 Analisis SWOT | 32 |

| | |
|----------------------------------------------------------------------|-----------|
| 3.7 Analisis AOI | 33 |
| 3.8 Analisis Matriks Perbandingan..... | 34 |
| 3.9 Data Kuesioner | 36 |
| 3.10 Data Wawancara..... | 41 |
| 3.11 Kesimpulan Hasil Data Kuesioner dan Data Wawancara | 42 |
| 3.12 Analisis Iklan TVC (<i>Television Commercials</i>) | 43 |
| 3.12.1 Analisis Iklan by.U | 43 |
| 3.12.2 Analisis Iklan AXIS..... | 43 |
| 3.12.3 Analisis TVC IM3 OOREDOO..... | 44 |
| <i>BAB IV</i>..... | 45 |
| <i>STRATEGI HASIL PERANCANGAN</i>..... | 45 |
| 4.1 Konsep Perancangan..... | 45 |
| 4.1.1 <i>What to Say</i> | 45 |
| 4.2 Strategi Komunikasi..... | 47 |
| 4.2.1 Tujuan Komunikasi | 47 |
| 4.2.2 Pendekatan Komunikasi | 47 |
| 4.2.3 Gaya Bahasa | 47 |
| 4.3 Konsep Bisnis dan Marketing Communication | 47 |
| 4.3.2 Model AISAS | 47 |
| 4.3.3 <i>Timeline</i> AISAS..... | 48 |
| 4.4 Konsep Visual..... | 49 |
| 4.4.1 <i>Big Idea</i> | 49 |
| 4.4.4 Tipografi | 49 |
| 4.5 Hasil Perancangan..... | 50 |
| 4.5.1 Attention | 50 |
| 4.5.2 Interest..... | 51 |
| a. <i>Storyline</i> | 52 |
| b. <i>Script</i> | 52 |
| c. <i>Storyboard</i> | 54 |
| d. Moodboard..... | 57 |

| | |
|------------------------------------------|-----------|
| e. Warna..... | 58 |
| 4.5.3 Search..... | 62 |
| 4.5.4 Action..... | 64 |
| 4.5.5 Share..... | 64 |
| <i>BAB V</i> | 66 |
| <i>KESIMPULAN DAN SARAN</i> | 66 |
| 5.1 Kesimpulan | 66 |
| 5.2 Saran | 66 |
| <i>DAFTAR PUSTAKA</i> | 67 |