

TABLE OF CONTENTS

STATEMENT SHEET	I
VALIDITY SHEET	II
ABSTRACT	II
ABSTRAK	III
PREFACE	IV
TABLE OF CONTENTS	5
LIST OF FIGURES	8
LIST OF TABLES	11
CHAPTER I	12
INTRODUCTION	12
1.1 Background	12
1.2 Problem Identification	14
1.3 Problem Formulation	14
1.4 Problem Scope	14
1.5 Research Purpose	15
1.6 Research Benefits	15
1.7 Data Collecting and Analysis	16
1.8 Research Framework	18
1.9 Chaptering	19
CHAPTER II	20
THEORETICAL FOUNDATION	20
2.1 Branding	20
2.1.1 Branding Importance	20
2.1.2 Brand Awareness	21
2.1.3 Logo	22
2.1.4 Tagline	22
2.2 Advertising	23
2.2.1 Function of Advertising	24
2.3 Media	24
2.3.1 Types of Media	25
2.4 Visual Communication Design	27

2.4.1	Design Elements.....	27
2.4.2	Design Principles.....	32
2.5	Theoretical Framework	38
CHAPTER III		39
DATA AND PROBLEM ANALYSIS		39
3.1	Product Knowledge.....	39
3.1.1	Company Data.....	39
3.1.2	Product Data	39
3.1.3	Interview Data	41
3.1.4	Branding Data	44
3.1.5	Product Knowledge Summary	45
3.2	Target Audience	46
3.2.1	Segmentation.....	46
3.2.2	Customer Journey.....	47
3.2.3	Questionnaire Data and Analysis	49
3.2.4	Target Audience Matrix	56
3.3	Competitor Data.....	58
3.3.1	Competitors	58
3.3.2	Observation Data and Analysis	63
3.3.3	SWOT Analysis.....	66
3.3.4	Comparison Matrix	69
3.3.5	Competitors Data Summary	71
3.4	Conclusion.....	72
CHAPTER IV.....		74
DESIGN CONCEPT AND RESULTS		74
4.1	Message	74
4.1.1	Concept.....	74
4.1.2	Result.....	74
4.2	Visual Media	76
4.2.1	Visual Concept	76
4.2.2	Visual Results.....	79
CHAPTER V		93

CLOSING	93
5.1 Conclusion.....	93
5.2 Recommendation.....	93
BIBLIOGRAPHY	94
APPENDIX.....	97