

## Daftar Isi

|                                            |     |
|--------------------------------------------|-----|
| LEMBAR PENGESAHAN .....                    | i   |
| LEMBAR PERNYATAAN .....                    | ii  |
| Abstrak .....                              | iii |
| <i>Abstract</i> .....                      | iv  |
| Kata Pengantar .....                       | v   |
| Daftar Isi.....                            | vii |
| Daftar Gambar.....                         | xi  |
| Daftar Tabel.....                          | xv  |
| BAB I PENDAHULUAN .....                    | 1   |
| 1.1 Latar Belakang .....                   | 1   |
| 1.2 Identifikasi Masalah .....             | 5   |
| 1.3 Rumusan Masalah .....                  | 6   |
| 1.4 Ruang Lingkup Permasalahan.....        | 6   |
| 1.5 Tujuan Perancangan .....               | 7   |
| 1.6 Metode Penelitian.....                 | 7   |
| 1.6.1 Teknik Pengumpulan Data .....        | 7   |
| 1.6.2 Teknik Analisis Data .....           | 8   |
| 1.7 Kerangka Penelitian .....              | 9   |
| 1.8 Pembabakan .....                       | 11  |
| BAB II LANDASAN TEORI .....                | 12  |
| 2.1 Desain Komunikasi Visual .....         | 12  |
| 2.1.1 Elemen Desain .....                  | 12  |
| 2.1.2 Prinsip Desain .....                 | 16  |
| 2.2 <i>Brand</i> dan <i>Branding</i> ..... | 20  |

|                                                    |    |
|----------------------------------------------------|----|
| 2.3 Destination Branding .....                     | 21 |
| 2.4 Identitas Visual.....                          | 22 |
| 2.4.1 Logo .....                                   | 22 |
| 2.4.2 Piktogram .....                              | 24 |
| 2.4.3 Tipografi.....                               | 25 |
| 2.4.4 Ilustrasi.....                               | 27 |
| 2.4.5 Layout.....                                  | 31 |
| 2.5 Media Promosi .....                            | 34 |
| 2.6 Pariwisata .....                               | 35 |
| 2.6.1 Ekowisata .....                              | 36 |
| 2.7 Generasi Millennial dan Preferensi Visual..... | 37 |
| 2.8 Kerangka Teori.....                            | 38 |
| BAB III PENGUMPULAN DAN ANALISIS DATA .....        | 40 |
| 3.1 Institusi Pemberi Proyek .....                 | 40 |
| 3.1.1 Visi dan Misi .....                          | 41 |
| 3.1.2 Sosial Media.....                            | 42 |
| 3.1.3 Struktur Organisasi.....                     | 43 |
| 3.2 Data Objek Wisata.....                         | 44 |
| 3.2.1 Data Khalayak Sasaran .....                  | 44 |
| 3.2.2 Data Observasi .....                         | 45 |
| 3.2.3 Data Wawancara.....                          | 51 |
| 3.3 Analisa SWOT .....                             | 63 |
| 3.4 Proyek Sejenis.....                            | 64 |
| 3.5 Analisa Matriks Perbandingan .....             | 71 |
| 3.6 Kesimpulan Hasil Data dan Analisis Data .....  | 80 |
| 3.6.1 Observasi.....                               | 80 |

|                                                       |     |
|-------------------------------------------------------|-----|
| 3.6.2 Wawancara .....                                 | 80  |
| 3.6.3 SWOT .....                                      | 82  |
| 3.6.4 Matriks Perbandingan .....                      | 82  |
| BAB IV KONSEP DAN PERANCANGAN .....                   | 84  |
| 4.1 Konsep Pesan .....                                | 84  |
| 4.1.1 Konsep Strategi Komunikasi .....                | 85  |
| 4.1.2 Perancangan Tagline .....                       | 86  |
| 4.2 Konsep Kreatif .....                              | 87  |
| 4.2.1 <i>Mind Mapping</i> .....                       | 87  |
| 4.2.2 <i>Moodboard</i> .....                          | 88  |
| 4.3 Konsep Visual .....                               | 88  |
| 4.3.1 Warna .....                                     | 88  |
| 4.3.2 Ilustrasi dan Elemen Grafis .....               | 89  |
| 4.3.3 Tipografi .....                                 | 89  |
| 4.3.4 Tata Letak .....                                | 90  |
| 4.3.5 Logo dan Piktogram .....                        | 90  |
| 4.4 Konsep Media .....                                | 91  |
| 4.4.1 Media Utama .....                               | 91  |
| 4.4.2 Media Kebutuhan Objek Wisata .....              | 92  |
| 4.4.3 Media Promosi .....                             | 94  |
| 4.4.4 Media <i>Merchandise</i> .....                  | 97  |
| 4.5 Perancangan Visual .....                          | 98  |
| 4.5.1 Logo .....                                      | 98  |
| 4.5.2 <i>Graphic Standard Manual (GSM) Book</i> ..... | 99  |
| 4.6 Konsep Bisnis .....                               | 99  |
| 4.7 Hasil Perancangan .....                           | 103 |

|                                                       |     |
|-------------------------------------------------------|-----|
| 4.7.1 Logo .....                                      | 103 |
| 4.7.2 <i>Graphic Standard Manual (GSM) Book</i> ..... | 103 |
| 4.7.3 Penerapan Media .....                           | 106 |
| BAB V KESIMPULAN DAN SARAN .....                      | 108 |
| 5.1 Kesimpulan .....                                  | 108 |
| 5.2 Saran .....                                       | 108 |
| Daftar Pustaka .....                                  | 110 |