

DAFTAR ISI

| | Halaman |
|---|---------|
| HALAMAN JUDUL..... | i |
| HALAMAN PERNYATAAN KEASLIAN..... | ii |
| HALAMAN PENGESAHAN..... | iii |
| KATA PENGANTAR..... | iv |
| HALAMAN PERSETUJUAN PUBLIKASI ILMIAH..... | vi |
| ABSTRAK..... | vii |
| DAFTAR ISI..... | ix |
| DAFTAR GAMBAR..... | xiii |
| DAFTAR LAMPIRAN..... | xvii |
| | |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang Masalah..... | 1 |
| 1.2 Rumusan Masalah..... | 4 |
| 1.3 Batasan Masalah..... | 4 |
| 1.4 Maksud dan Tujuan Perancangan..... | 4 |
| 1.5 Metode Pengumpulan Data..... | 5 |
| 1.6 Kerangka Pemikiran..... | 8 |
| 1.7 Skematika Perancangan..... | 9 |
| | |
| BAB II LANDASAN TEORI DAN ANALISA DATA..... | 11 |
| 2.1 Landasan Teori..... | 11 |
| 2.1.1 Teori Komunikasi..... | 11 |
| 2.1.2 Strategi Publikasi..... | 12 |
| 2.1.3 Psikologi Warna..... | 14 |
| 2.1.4 Semiotika..... | 17 |
| 2.1.5 Aspek Kultural..... | 18 |
| 2.1.6 Gaya Desain..... | 21 |
| 2.1.6.1 Gaya Desain Post Modern..... | 21 |

| | |
|---|-----------|
| 2.1.6.2 Gaya Desain Modern..... | 22 |
| 2.1.6.3 Gaya Desain Late Modern..... | 23 |
| 2.1.7 Unsur dan Prinsip Desain..... | 24 |
| 2.1.7.1 Unsur Desain..... | 24 |
| 2.1.7.2 Prinsip Desain..... | 34 |
| 2.1.8 Tipografi pada Media Publikasi..... | 40 |
| 2.1.9 Corporate identity..... | 41 |
| 2.1.9 Promosi percetakan..... | 47 |
| 2.1.12 Website..... | 53 |
| 2.1.12.1 Definisi Website..... | 54 |
| 2.1.12.2 Unsur-Unsur Website..... | 55 |
| 2.1.12.3 Layout Website..... | 55 |
| 2.1.12.4 Element Website..... | 56 |
| 2.1.12.5 UI (User Interface)..... | 60 |
| 2.1.12.6 UX (User Experience)..... | 62 |
| 2.1.12.7 Lima bagian User Experience..... | 62 |
| 2.1.12.8 Grid pada situs website..... | 65 |
| 2.1.12.9 Tipografi pada layer..... | 67 |
| 2.2 Analisa Data | 68 |
| 2.2. 1 SWOT..... | 68 |
| BAB III KONSEP PERANCANGAN WEBSITE PERCETAKAN MINI'ON PRINTNING..... | 70 |
| 3.1 Konsep Media..... | 70 |
| 3.1.1 Tujuan Media..... | 71 |
| 3.1.2 Strategi Media | 71 |
| 3.1.3 Pemilihan Media..... | 72 |
| 3.1.4 Panduan Media..... | 73 |
| 3.1.5 Program Media..... | 75 |
| 3.2 Konsep Kreatif..... | 77 |
| 3.2.1 Keyword..... | 77 |
| 3.2.2 Strategi Kreatif..... | 77 |
| 3.2.2.1 Warna..... | 78 |

| | |
|--|-----------|
| 3.2.2.2 Tipografi..... | 79 |
| 3.2.2.3 Image..... | 80 |
| 3.2.2.4 Logo..... | 81 |
| 3.2.2.5 Identitas Visual..... | 83 |
| 3.2.2.6 Gaya Desain..... | 84 |
| 3.2.2.7 Layout..... | 86 |
| 3.2.3 Program Kreatif..... | 87 |
| 3.2.3.1 Proses Cetak..... | 87 |
| 3.2.3.2 Pra Produksi..... | 87 |
| 3.2.3.3 Produksi..... | 88 |
| 3.2.3.4 Pasca Produksi..... | 89 |
| 3.3 Konsep Komunikasi..... | 90 |
| 3.3.1 Tujuan Komunikasi..... | 90 |
| 3.3.2 Strategi Komunikasi..... | 90 |
| 3.4 Perencanaan Biaya..... | 91 |
| 3.4.1 Produksi Media Utama..... | 92 |
| 3.4.2 Promosi (Media Pendukung)..... | 92 |
| 3.4.3 Merchandise..... | 93 |
| BAB IV DESAIN DAN APLIKASI..... | 94 |
| 4.1 Media Utama..... | 94 |
| 4.1.1 Website..... | 94 |
| 4.1.1.1 Halaman Utama..... | 94 |
| 4.1.1.2 Halaman navigation bar..... | 97 |
| 4.1.1.3 Halaman konten | 98 |
| 4.1.1.4 footer..... | 99 |
| 4.2 Media Promosi..... | 102 |
| 4.2.1 Poster..... | 102 |
| 4.2.2 Brosur..... | 103 |
| 4.2.3 Label Stiker..... | 104 |
| 4.2.4 Company Profile..... | 105 |
| 4.2.5 Video Profile..... | 105 |
| 4.2.6 Stationery..... | 105 |

| | |
|-------------------------------|-----|
| 4.2.7 Kop Surat..... | 106 |
| 4.2.8 Amplop..... | 107 |
| 4.2. 9 Pulpen | 108 |
| 4.2.1.1 Kartu nama..... | 109 |
| 4.2.1.2 Packaging..... | 109 |
| | |
| 4.3 Merchandise..... | 110 |
| 4.3.1 Kalender..... | 110 |
| 4.3.2 Topi | 111 |
| 4.3.3 Kaos | 112 |
| | |
| 4.1.1 Behin the scene..... | 113 |
| 1.Before | 113 |
| 2.After..... | 114 |
| | |
| BAB V PENUTUP..... | 115 |
| 5.1 Kesimpulan dan Saran..... | 115 |
| 5.2 Saran..... | 116 |
| DAFTAR PUSTAKA..... | 117 |
| LAMPIRAN..... | 118 |