

## DAFTAR ISI

<b>UNIVERSITAS ESA UNGGUL PERNYATAAN KEASLIAN TUGAS AKHIR</b>	<b>i</b>
<b>HALAMAN PERSETUJUAN SIDANG</b> .....	<b>ii</b>
<b>HALAMAN PENGESAHAN SIDANG</b> .....	<b>iii</b>
<b>RIWAYAT HIDUP</b> .....	<b>iv</b>
<b>ABSTRAK</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vi</b>
<b>KATA PENGANTAR</b> .....	<b>vii</b>
<b>HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI KARYA TUGAS AKHIR UNTUK KEPENTINGAN AKADEMIS</b> .....	<b>ix</b>
<b>DAFTAR ISI</b> .....	<b>x</b>
<b>DAFTAR GAMBAR</b> .....	<b>I</b>
<b>BAB I PENDAHULUAN</b> .....	<b>1</b>
1.1 Latar Belakang .....	1
1.2 Rumusan Masalah .....	5
1.3 Batasan Masalah .....	5
1.4 Maksud dan Tujuan Perancangan .....	5
1.5 Metode Penelitian .....	5
1.6 Kerangka Pemikiran .....	6
1.7 Skematika Perancangan .....	7
<b>BAB II LANDASAN TEORI DAN ANALISA DATA</b> .....	<b>8</b>
2.1 Landasan Teori .....	8
2.1.1 Teori Komunikasi .....	8
2.1.2 Strategi Publikasi .....	11
2.1.3 Psikologi Warna .....	11
2.1.4 Semiotika .....	12
2.1.5 Aspek Kultural .....	19
2.1.6 Gaya Desain .....	19

2.1.7	Tinjauan Unsur dan Prinsip Desain .....	23
2.1.7.1	Unsur Desain .....	23
2.1.7.2	Prinsip Desain .....	25
2.1.8	Ilustrasi pada Media Publikasi .....	26
2.1.9	Tipografi pada Media Publikasi .....	26
2.1.10	Website .....	<b>Error! Bookmark not defined.</b>
2.2	Analisis Data .....	31
2.2.1	Gambaran Institusi .....	31
2.2.2	Kondisi Media Komunikasi Visual .....	32
2.2.3	Data Kompetitor .....	33
<b>BAB III KONSEP PERANCANGAN WEBSITE KAMPUNG TEMATIK TEHYAN DI KOTA TANGERANG .....</b>		<b>35</b>
3.1	Konsep Media .....	<b>Error! Bookmark not defined.</b>
3.1.1	Tujuan Media .....	<b>Error! Bookmark not defined.</b>
3.1.2	Strategi Media .....	<b>Error! Bookmark not defined.</b>
3.1.3	Pemilihan Media .....	<b>Error! Bookmark not defined.</b>
3.1.3.1	Target .....	<b>Error! Bookmark not defined.</b>
3.1.3.2	S.W.O.T .....	<b>Error! Bookmark not defined.</b>
3.1.3.3	Panduan Media .....	<b>Error! Bookmark not defined.</b>
3.1.3.4	Program Media .....	<b>Error! Bookmark not defined.</b>
3.2	Konsep Media .....	<b>Error! Bookmark not defined.</b>
3.2.1	Keyword .....	<b>Error! Bookmark not defined.</b>
3.2.2	Strategi Kreatif .....	<b>Error! Bookmark not defined.</b>
3.2.2.1	Warna .....	<b>Error! Bookmark not defined.</b>
3.2.2.2	Tipografi .....	<b>Error! Bookmark not defined.</b>
3.2.2.3	Image .....	<b>Error! Bookmark not defined.</b>
3.2.2.4	Logo .....	<b>Error! Bookmark not defined.</b>
3.2.2.5	Identitas Visual .....	<b>Error! Bookmark not defined.</b>
3.2.2.6	Gaya Desain .....	<b>Error! Bookmark not defined.</b>

3.2.2.7	Grid .....	<b>Error! Bookmark not defined.</b>
3.2.2.8	Layout .....	<b>Error! Bookmark not defined.</b>
3.2.3	Program Kreatif .....	<b>Error! Bookmark not defined.</b>
3.2.4	Proses Cetak .....	<b>Error! Bookmark not defined.</b>
3.3	Konsep Komunikasi .....	<b>Error! Bookmark not defined.</b>
3.3.1	Tujuan Komunikasi .....	<b>Error! Bookmark not defined.</b>
3.3.2	Strategi Komunikasi .....	<b>Error! Bookmark not defined.</b>
3.4	Perencanaan Biaya .....	<b>Error! Bookmark not defined.</b>
3.4.1	Produksi .....	<b>Error! Bookmark not defined.</b>
3.4.2	Promosi Media Pendukung .....	<b>Error! Bookmark not defined.</b>
<b>BAB IV DESAIN DAN APLIKASI .....</b>		<b>Error! Bookmark not defined.</b>
4.1	Media Utama .....	<b>Error! Bookmark not defined.</b>
4.1.1	Proses Desain Layout Website .....	<b>Error! Bookmark not defined.</b>
4.1.2	Website .....	<b>Error! Bookmark not defined.</b>
4.2	Media Promosi .....	<b>Error! Bookmark not defined.</b>
4.2.1	Media Cetak .....	<b>Error! Bookmark not defined.</b>
4.2.2	Media Digital .....	<b>Error! Bookmark not defined.</b>
4.3	Merchandise .....	<b>Error! Bookmark not defined.</b>
<b>BAB V KESIMPULAN DAN SARAN .....</b>		<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA .....</b>		<b>Error! Bookmark not defined.</b>
<b>SUMBER WEBSITE .....</b>		<b>Error! Bookmark not defined.</b>
<b>LAMPIRAN .....</b>		<b>Error! Bookmark not defined.</b>

## DAFTAR GAMBAR

Gambar 1.1 Kerangka Pemikiran .....	7
Gambar 1.2 Sistematika Perancangan .....	7
Gambar 2.1 Pengaplikasian Warna Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 2.2 Semiotika Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 2.3 Gaya Desain Minimalis .....	<b>Error! Bookmark not defined.</b>
Gambar 2.4 Unsur Garis .....	<b>Error! Bookmark not defined.</b>
Gambar 2.5 Unsur Bidang .....	<b>Error! Bookmark not defined.</b>
Gambar 2.6 Unsur Bentuk .....	<b>Error! Bookmark not defined.</b>
Gambar 2.7 Unsur Ruang .....	<b>Error! Bookmark not defined.</b>
Gambar 2.8 Unsur Tekstur .....	<b>Error! Bookmark not defined.</b>
Gambar 2.9 Unsur Gelap Terang .....	<b>Error! Bookmark not defined.</b>
Gambar 2.10 Irama .....	<b>Error! Bookmark not defined.</b>
Gambar 2.11 Keseimbangan .....	<b>Error! Bookmark not defined.</b>
Gambar 2.12 Point Of Interest .....	<b>Error! Bookmark not defined.</b>
Gambar 2.13 Ilustrasi Fotografi .....	<b>Error! Bookmark not defined.</b>
Gambar 2.14 Ikon .....	<b>Error! Bookmark not defined.</b>
Gambar 2.15 Header .....	<b>Error! Bookmark not defined.</b>
Gambar 2.16 Navigasibar .....	<b>Error! Bookmark not defined.</b>
Gambar 2.17 Konten .....	<b>Error! Bookmark not defined.</b>
Gambar 2.18 Footer .....	<b>Error! Bookmark not defined.</b>
Gambar 2.19 User Interface .....	<b>Error! Bookmark not defined.</b>
Gambar 2.20 Grid .....	<b>Error! Bookmark not defined.</b>
Gambar 2.21 Data Kompetitor .....	33
Gambar 3.1 Warna Palet Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 3.2 Font Header Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 3.3 Font Text Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 3.4 Gambar Pada Website .....	<b>Error! Bookmark not defined.</b>

Gambar 3.5 Logo Kampung Tehyan .....	<b>Error! Bookmark not defined.</b>
Gambar 3.6 Komponen Dalam Website .....	<b>Error! Bookmark not defined.</b>
Gambar 3.7 Gaya Desain .....	<b>Error! Bookmark not defined.</b>
Gambar 3.8 Grid Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 3.9 Layout Kampung Tehyan .....	<b>Error! Bookmark not defined.</b>
Gambar 3.10 Biaya Produksi Media Utama .....	<b>Error! Bookmark not defined.</b>
Gambar 3.11 Biaya Produksi Media Pendukung .....	<b>Error! Bookmark not defined.</b>
Gambar 4.1 Sketsa Kasar Layout .....	<b>Error! Bookmark not defined.</b>
Gambar 4.2 Sketsa Kasar Digital .....	<b>Error! Bookmark not defined.</b>
Gambar 4.3 Gambar Website Kampung Tehyan .....	<b>Error! Bookmark not defined.</b>
Gambar 4.4 Penerapan Warna Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 4.5 Penerapan Font Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 4.6 Menubar atau Navigasi Bar .....	<b>Error! Bookmark not defined.</b>
Gambar 4.7 Konten Pada Website .....	<b>Error! Bookmark not defined.</b>
Gambar 4.8 Halaman Utama Home .....	<b>Error! Bookmark not defined.</b>
Gambar 4.9 Penempatan Tipografi .....	<b>Error! Bookmark not defined.</b>
Gambar 4.10 Halaman Sambutan .....	<b>Error! Bookmark not defined.</b>
Gambar 4.11 Halaman Touch Piont .....	<b>Error! Bookmark not defined.</b>
Gambar 4.12 Halaman Potensi Pada Home .....	<b>Error! Bookmark not defined.</b>
Gambar 4.13 Halaman Program Pemerintah .....	<b>Error! Bookmark not defined.</b>
Gambar 4.14 Section Hubungi Kami .....	<b>Error! Bookmark not defined.</b>
Gambar 4.15 Halaman Potensi Maestro Tehyan .....	<b>Error! Bookmark not defined.</b>
Gambar 4.16 Halaman Informasi Maestro Tehyan .....	<b>Error! Bookmark not defined.</b>
Gambar 4.17 Halaman Informasi Maestro Tehyan .....	<b>Error! Bookmark not defined.</b>
Gambar 4.18 Section Penjualan Alat Musik .....	<b>Error! Bookmark not defined.</b>
Gambar 4.19 Harga dan Cara Pemesanan Alat Musik .....	<b>Error! Bookmark not defined.</b>
Gambar 4.20 Halaman Kontak .....	<b>Error! Bookmark not defined.</b>
Gambar 4.21 Halaman Form Pertanyaan atau Masukan .....	<b>Error! Bookmark not defined.</b>

Gambar 4.22 Section Maps Kampung Tehyan .....	<b>Error! Bookmark not defined.</b>
Gambar 4.23 Halaman Footer .....	<b>Error! Bookmark not defined.</b>
Gambar 4.24 Media Promosi Poster .....	<b>Error! Bookmark not defined.</b>
Gambar 4.25 Media Promosi Flayer .....	<b>Error! Bookmark not defined.</b>
Gambar 4.26 Media Promosi X-Banner .....	<b>Error! Bookmark not defined.</b>
Gambar 4.27 Media Promosi Amplop .....	<b>Error! Bookmark not defined.</b>
Gambar 4.28 Media Promosi Kop Surat .....	<b>Error! Bookmark not defined.</b>
Gambar 4.29 Media Promosi Kartu Nama .....	<b>Error! Bookmark not defined.</b>
Gambar 4.30 Media Promosi Digital Instagram .....	<b>Error! Bookmark not defined.</b>
Gambar 4.31 Merchandise T-shirt .....	<b>Error! Bookmark not defined.</b>
Gambar 4.32 Merchandise Kalender .....	<b>Error! Bookmark not defined.</b>
Gambar 4.33 Merchandise Stiker .....	<b>Error! Bookmark not defined.</b>
Gambar 4.34 Merchandise Pin .....	<b>Error! Bookmark not defined.</b>
Gambar 4.35 Merchandise Mug .....	<b>Error! Bookmark not defined.</b>