

## DAFTAR ISI

|   |            |
|---|------------|
| <b>ABSTRAK</b> .....                        | <b>i</b>   |
| <b>ABSTRACT</b> .....                       | <b>ii</b>  |
| <b>KATA PENGANTAR</b> .....                 | <b>iii</b> |
| <b>DAFTAR ISI</b> .....                     | <b>v</b>   |
| <b>DAFTAR GAMBAR</b> .....                  | <b>ix</b>  |
| <b>DAFTAR TABEL</b> .....                   | <b>xii</b> |
| <br>  |            |
| <b>BAB I PENDAHULUAN</b> .....              | <b>1</b>   |
| 1.1 Latar Belakang.....                     | 1          |
| 1.2 Rumusan Masalah.....                    | 2          |
| 1.3 Tujuan Perancangan.....                 | 2          |
| 1.4 Manfaat Perancangan.....                | 3          |
| 1.4.1 Bagi Mahasiswa.....                   | 3          |
| 1.4.2 Bagi Akademik.....                    | 3          |
| 1.4.3 Bagi Perusahaan.....                  | 3          |
| 1.4.4 Bagi Masyarakat.....                  | 3          |
| 1.5 Batasan Perancangan.....                | 3          |
| 1.6 Metode Penelitian.....                  | 3          |
| 1.7 Metode Pengumpulan Data.....            | 4          |
| 1.7.1 Metode Pengumpulan Data Primer.....   | 4          |
| 1.7.2 Metode Pengumpulan Data Sekunder..... | 4          |
| 1.8 Metode Analisis Data.....               | 5          |
| 1.9 Tinjauan Teori.....                     | 5          |
| 1.9.1 Definisi Perancangan.....             | 5          |
| 1.9.2 Definisi Promosi.....                 | 5          |
| 1.9.2.1 Bauran Promosi.....                 | 6          |
| 1.9.2.2 Tujuan Promosi.....                 | 6          |
| 1.9.3 Teori Periklanan.....                 | 7          |
| 1.9.3.1 Pengertian Periklanan.....          | 7          |
| 1.9.3.2 Fungsi iklan.....                   | 8          |
| 1.9.4 Teori Media.....                      | 9          |
| 1.9.4.1 Media Periklanan.....               | 9          |

|  |           |
|--|-----------|
| 1.9.5 Tujuan Media.....                                  | 10        |
| 1.9.6 Definisi SWOT .....                                | 12        |
| 1.9.6.1 Matriks SWOT .....                               | 13        |
| 1.9.7 Teori Desain Komunikasi Visual .....               | 13        |
| 1.9.7.1 Teori <i>Layout</i> .....                        | 14        |
| 1.9.8 Definisi Warna.....                                | 15        |
| 1.9.9 Definisi Tipografi.....                            | 16        |
| 1.9.9.1 Klasifikasi Tipografi .....                      | 17        |
| 1.9.9.2 Sejarah Penemu Font Terkenal .....               | 17        |
| 1.9.10 Definisi Fotografi.....                           | 18        |
| 1.9.10.1 Tujuan Fotografi .....                          | 19        |
| 1.9.11 Teori Tentang <i>Vintage</i> .....                | 20        |
| 1.9.11.1 Perbedaan <i>Vintage</i> dan <i>Retro</i> ..... | 21        |
| 1.9.11.2 Desain <i>Vintage</i> dan <i>Retro</i> .....    | 21        |
| <b>BAB II IDENTIFIKASI DAN ANALISIS MASALAH .....</b>    | <b>23</b> |
| 2.1 Tinjauan Produk.....                                 | 23        |
| 2.1.1 Nama Perusahaan.....                               | 23        |
| 2.1.2 Latar Belakang Perusahaan.....                     | 23        |
| 2.1.3 Lokasi Perusahaan.....                             | 24        |
| 2.1.4 Perkembangan Perusahaan .....                      | 25        |
| 2.1.5 Spesifikasi Perusahaan.....                        | 25        |
| 2.1.6 <i>Unique Selling Point (USP)</i> .....            | 36        |
| 2.1.7 <i>Product Positioning</i> .....                   | 36        |
| 2.2 Analisis Permasalahan.....                           | 37        |
| 2.2.1 Media Iklan Saat Ini.....                          | 37        |
| 2.2.2 Market Positioning.....                            | 37        |
| 1. <i>Omzet</i> .....                                    | 37        |
| 2. Jangkauan Layanan Konsumen .....                      | 37        |
| 3. Konsumen .....  | 38        |
| 4. <i>Corporate Image</i> .....                          | 39        |
| 2.2.3 Potensial Market.....                              | 39        |

|  |           |
|--|-----------|
| 2.3 Data Kompetitor.....               | 40        |
| 2.3.1 Doctor Photo Studio.....         | 40        |
| a. Data Perusahaan.....                | 40        |
| b. <i>Market Segmentation</i> .....    | 41        |
| c. Promosi Perusahaan.....             | 41        |
| d. Data Produk.....                    | 41        |
| 2.3.2 Bambang RSD Photography.....     | 42        |
| a. Data Perusahaan.....                | 42        |
| b. <i>Market Segmentation</i> .....    | 43        |
| c. Promosi Perusahaan.....             | 43        |
| d. Data Produk.....                    | 44        |
| 2.4 Analisa SWOT.....                  | 45        |
| 2.4.1 <i>Strength</i> .....            | 45        |
| 2.4.2 <i>Weakness</i> .....            | 45        |
| 2.4.3 <i>Opportunity</i> .....         | 46        |
| 2.4.4 <i>Threats</i> .....             | 46        |
| 2.4.5 <i>Matrix SWOT</i> .....         | 47        |
| 2.4.6 Analisis Kesimpulan.....         | 48        |
| <b>BAB III KONSEP PERANCANGAN.....</b> | <b>49</b> |
| 3.1 Konsep Pemasaran.....              | 49        |
| 3.1.1 Tujuan Pemasaran.....            | 49        |
| 3.1.2 Strategi Pemasaran.....          | 49        |
| 3.2 Konsep Media.....                  | 50        |
| 3.2.1 Tujuan Media.....                | 51        |
| 3.2.2 Strategi Media.....              | 52        |
| 3.2.3 Program Media.....               | 54        |
| 3.2.4 Biaya Media.....                 | 56        |
| 3.3 Konsep Kreatif.....                | 57        |
| 3.3.1 Tujuan Kreatif.....              | 57        |
| 3.3.2 Strategi Kreatif.....            | 57        |
| 1. Khalayak Sasaran.....               | 57        |

|                                   |           |
|-----------------------------------|-----------|
| 2. Isi Pesan.....                 | 57        |
| 3. Bentuk Pesan.....              | 58        |
| 4. Tema Pesan.....                | 59        |
| 3.3.3 Program Kreatif.....        | 59        |
| 1. Tema Visual.....               | 59        |
| 2. Strategi Visual.....           | 60        |
| <b>BAB IV VISUALISASI.....</b>    | <b>62</b> |
| 4.1 Proses Desain.....            | 62        |
| 4.1.1 Studi Visual.....           | 62        |
| 4.1.2 Penjaringan Ide Visual..... | 64        |
| 1. Referensi Media.....           | 64        |
| 2. Referensi Visual.....          | 67        |
| 4.1.3 Pengembangan Karya.....     | 70        |
| 1. Sketsa Media.....              | 70        |
| 2. <i>Final</i> Desain.....       | 76        |
| <b>BAB V PENUTUP.....</b>         | <b>86</b> |
| 5.1 Kesimpulan.....               | 86        |
| 5.2 Saran.....                    | 87        |
| <b>DAFTAR PUSTAKA.....</b>        | <b>88</b> |

## DAFTAR GAMBAR

|   |    |
|---|----|
| Gambar  |    |
| 1.1 Desain <i>Vintage</i> .....                                     | 21 |
| 1.2 Desain <i>Retro</i> .....                                       | 21 |
| d. <i>Layout</i> .....  | 22 |
| 2.1 Logo Alvin Photography.....                                     | 23 |
| 2.2 Denah Lokasi Perusahaan.....                                    | 25 |
| 2.3 Sampel foto <i>baby</i> Alvin Photography.....                  | 26 |
| 2.4 Sampel foto <i>Pre Wedding</i> Alvin Photography.....           | 26 |
| 2.5 Sampel album foto <i>Wedding</i> Alvin Photography.....         | 27 |
| 2.6 Contoh media iklan Alvin Photography.....                       | 31 |
| 2.7 Struktur Organisasi Alvin Photography.....                      | 32 |
| 2.8 Birokrasi Karya Alvin Photography.....                          | 33 |
| 2.9 Studio Alvin Photography.....                                   | 33 |
| 2.10 Ruang <i>customer service</i> .....                            | 34 |
| 2.11 Ruang <i>editor</i> Alvin Photography.....                     | 34 |
| 2.12 <i>Background</i> Studio Alvin Photography.....                | 34 |
| 2.13 <i>Background</i> Studio Alvin Photography.....                | 35 |
| 2.14 <i>Background</i> Studio Alvin Photography.....                | 35 |
| 2.15 <i>Background</i> Studio Alvin Photography.....                | 36 |
| 2.16 Peta jangkauan produk Alvin Photography dengan kompetitor..... | 38 |
| 2.17 Diagram konsumen Alvin Photography.....                        | 38 |
| 2.18 Logo Doctor Photography Studio.....                            | 40 |
| 2.19 Media sosial <i>instagram</i> Doctor Photography Studio.....   | 41 |
| 2.20 Bambang RSD Photography.....                                   | 42 |
| 2.21 <i>Workshop</i> Bambang RSD Photography.....                   | 44 |
| 3.1 Peta penempatan <i>billboard</i> Alvin Photography.....         | 52 |
| 3.2 Sasaran <i>target audience</i> Alvin Photography.....           | 57 |
| 3.3 Slogan Alvin Photography.....                                   | 58 |
| 3.4 Referensi karya Alvin Photography.....                          | 59 |
| 3.5 Referensi tema visual karya Alvin Photography.....              | 59 |

|   |    |
|---|----|
| 3.6 Contoh referensi tipografi <i>vintage</i> ..... | 60 |
| 3.7 Contoh referensi warna <i>vintage</i> .....     | 60 |
| 3.8 Contoh referensi <i>layout</i> .....            | 61 |
| 4.1 <i>Font</i> yang di gunakan.....                | 62 |
| 4.2 warna yang di gunakan.....                      | 63 |
| 4.3 <i>Layout</i> simetris.....                     | 63 |
| 4.4 Referensi media <i>billboard</i> .....          | 64 |
| 4.5 Referensi media poster.....                     | 65 |
| 4.6 Referensi media brosur.....                     | 65 |
| 4.7 Referensi media <i>x-banner</i> .....           | 66 |
| 4.8 Referensi media kartu nama.....                 | 66 |
| 4.9 Referensi <i>voucher</i> diskon.....            | 67 |
| 4.10 Referensi visual Alvin Photography.....        | 67 |
| 4.11 Referensi visual Alvin Photography.....        | 68 |
| 4.12 Logo Alvin Photography.....                    | 68 |
| 4.13 Lensa kamera yang di sederhanakan.....         | 69 |
| 4.14 Sketsa media utama <i>billboard</i> .....      | 70 |
| 4.15 Sketsa media poster.....                       | 71 |
| 4.16 Sketsa media <i>x-banner</i> .....             | 72 |
| 4.17 Sketsa media brosur.....                       | 73 |
| 4.18 Sketsa media kartu nama.....                   | 74 |
| 4.19 Sketsa media <i>voucher</i> diskon.....        | 75 |
| 4.20 Media utama <i>billboard</i> .....             | 76 |
| 4.21 <i>Mock Up billboard</i> .....                 | 77 |
| 4.22 Media pendukung poster.....                    | 78 |
| 4.23 <i>Mock Up</i> poster.....                     | 79 |
| 4.24 Media pendukung brosur.....                    | 80 |
| 4.25 Media pendukung brosur.....                    | 80 |
| 4.26 <i>Mock up</i> brosur.....                     | 81 |
| 4.27 Media pendukung kartu nama.....                | 82 |
| 4.28 <i>Mock up</i> kartu nama.....                 | 82 |

|   |    |
|---|----|
| 4.29 Media pendukung <i>voucher</i> diskon..... | 83 |
| 4.30 <i>Mock up voucher</i> diskon.....         | 83 |
| 4.31 Media pendukung <i>x banner</i> .....      | 84 |
| 4.32 <i>Mock up x banner</i> .....              | 85 |

## DAFTAR TABEL

|  |    |
|--|----|
| Tabel  |    |
| 2.1 Daftar Harga Alvin Photography.....        | 27 |
| 2.2 Daftar Harga Alvin Photography.....        | 28 |
| 2.3 Daftar Harga Alvin Photography.....        | 28 |
| 2.4 Daftar Harga Alvin Photography.....        | 29 |
| 2.5 Daftar Harga Alvin Photography.....        | 29 |
| 2.6 Daftar Harga Alvin Photography.....        | 30 |
| 2.7 Daftar Harga Alvin Photography.....        | 30 |
| 2.8 Daftar Harga Alvin Photography.....        | 31 |
| 2.9 Daftar harga Doctor Photo Studio.....      | 41 |
| 2.10 Daftar harga Bambang RSD Photography..... | 44 |
| 2.11 Daftar harga Bambang RSD Photography..... | 45 |
| 2.12 <i>Matrix</i> SWOT.....                   | 47 |
| 3.1 Tabel program media tahun 2016.....        | 56 |
| 3.2 Tabel biaya media tahun 2016.....          | 56 |