

DAFTAR ISI

| | Halaman |
|------------------------------------------------|---------|
| ABSTRAK | x |
| KATA PENGANTAR | xi |
| DAFTAR ISI | xiii |
| DAFTAR GAMBAR | xvi |
| DAFTAR TABEL | xvii |
| | |
| BAB I PENDAHULUAN | 1 |
| 1.1 Latar Belakang Masalah | 1 |
| 1.2 Rumusan Masalah | 6 |
| 1.3 Batasan Masalah | 7 |
| 1.4 Tujuan Perancangan | 7 |
| 1.5 Manfaat Perancangan | 8 |
| | |
| BAB II TINJAUAN PUSTAKA | 9 |
| 2.1 Penelitian Terdahulu | 9 |
| 2.2 Brand | 10 |
| 2.3 Sejarah Xinxin <i>Home Industry</i> | 15 |
| 2.3.1 Varian Xinxin <i>Home Industry</i> | 16 |
| 2.4 Corporate Identity | 17 |
| 2.4.1 Aplikasi Corporate Identity | 18 |
| 2.4.2 Fungsi Corporate Identity | 19 |
| 2.5 Logo | 21 |
| 2.6 Gestalt | 23 |
| 2.7 Unifrom | 24 |
| 2.8 Merchandise | 25 |
| 2.9 Visual | 25 |
| 2.9.1 Warna | 25 |
| 2.9.2 Karakteristik Warna | 28 |

| | |
|---------------------------------------------------------|-----------|
| 2.9.3 Tipografi | 30 |
| 2.9.4 Layout | 34 |
| 2.10 <i>Brand Awareness</i> | 38 |
| 2.11 Teori Analisis SWOT..... | 39 |
| 2.12 Segmentasi, Targeting, dan Positioning (STP) | 41 |
| | |
| BAB III METODOLOGI PENELITIAN | 44 |
| 3.1 Jenis Penelitian..... | 44 |
| 3.2 Perancangan Penelitian | 45 |
| 3.3 Teknik Pengumpulan Data..... | 47 |
| 3.4 Teknik Analisis Data..... | 50 |
| | |
| BAB IV KONSEP DAN PERANCANGAN..... | 52 |
| 4.1 Hasil dan Analisis Data | 52 |
| 4.2 Studi Eksisting | 57 |
| 4.3 Segmentasi, Targeting dan Positioning..... | 62 |
| 4.4 Studi Kompetitor..... | 63 |
| 4.5 Analisa SWOT | 66 |
| 4.6 Keyword | 69 |
| 4.7 Analisa Keyword | 70 |
| 4.8 Deskripsi Konsep..... | 74 |
| 4.9 Konsep Perancangan | 76 |
| 4.10 Perancangan Kreatif | 77 |
| 4.10.1 Tujuan Kreatif..... | 77 |
| 4.10.2 Strategi Kreatif..... | 77 |
| 4.11 Perancangan Media | 90 |
| 4.11.1 Tujuan Media..... | 90 |
| 4.11.2 Strategi Media..... | 90 |
| 4.11.3 Program Media | 94 |
| 4.12 Implementasi Desain..... | 96 |
| 4.12.1 Logo | 96 |

| | |
|----------------------------------------|------------|
| 4.12.2 Penggunaan Logo..... | 97 |
| 4.12.3 Warna Logo..... | 98 |
| 4.12.4 Grid System..... | 99 |
| 4.12.5 Area Bebas Logo..... | 100 |
| 4.12.6 Elemen Grafis..... | 101 |
| 4.12.7 Aturan Pengaplikasian Logo..... | 102 |
| 4.12.8 Stationary Set..... | 103 |
| 4.12.9 Merchandise..... | 105 |
| 4.12.10 GSM..... | 106 |
| BAB V PENUTUP..... | 108 |
| 5.1 Kesimpulan..... | 108 |
| 5.2 Saran..... | 109 |
| DAFTAR PUSTAKA..... | 110 |
| BIODATA PENELITI..... | 112 |



DAFTAR GAMBAR

| | | |
|-------------|----------------------------------------------------------|-----|
| Gambar 2.1 | Hasil Rancangan Komunikasi Visual | 9 |
| Gambar 2.2 | Contoh Prinsip <i>Similarity</i> dalam logo | 34 |
| Gambar 2.3 | Contoh Prinsip <i>Closure</i> dalam logo | 34 |
| Gambar 2.4 | Contoh Prinsip <i>Figure Ground</i> dalam logo | 35 |
| Gambar 2.5 | Contoh Prinsip <i>Impossible Figure</i> dalam logo | 35 |
| Gambar 3.1 | Bagan Perancangan Penelitian | 49 |
| Gambar 4.1 | Postingan Media Instagram Xinxin | 76 |
| Gambar 4.2 | Postingan Media Facebook Xinxin | 77 |
| Gambar 4.3 | Tampilan Website Xinxin | 78 |
| Gambar 4.4 | Tampilan Website Cincau Station | 81 |
| Gambar 4.5 | Logo Cincau Station | 81 |
| Gambar 4.6 | Analisa SWOT | 82 |
| Gambar 4.7 | Bagan Keyword | 83 |
| Gambar 4.8 | Bagan Konsep Perancangan | 91 |
| Gambar 4.9 | <i>Typeface</i> “Helvetica” | 97 |
| Gambar 4.10 | <i>Typeface</i> “Rockwell” | 98 |
| Gambar 4.11 | Warna yang Terpilih | 100 |
| Gambar 4.12 | Alternatif Sketsa Logo | 101 |
| Gambar 4.13 | Alternatif Sketsa Logogram | 102 |
| Gambar 4.14 | Sketsa Logo Terpilih | 103 |
| Gambar 4.15 | Alternatif Komposisi Logo | 104 |
| Gambar 4.16 | Logo Terpilih | 105 |
| Gambar 4.17 | Sketsa Alternatif Cover Buku | 108 |
| Gambar 4.18 | Sketsa Alternatif Desain Billboard | 109 |
| Gambar 4.19 | Sketsa Alternatif Desain Website | 111 |
| Gambar 4.21 | Sketsa Alternatif Desain Brosur | 113 |
| Gambar 4.22 | Sketsa Alternatif Desain Papper Bag | 115 |
| Gambar 4.23 | Sketsa Alternatif Desain Mug | 115 |
| Gambar 4.24 | Sketsa Alternatif Desain Kaos | 115 |

| | | |
|-------------|-----------------------------------------|-----|
| Gambar 4.25 | Sketsa Alternatif Desain Pin..... | 115 |
| Gambar 4.26 | Sketsa Alternatif Desain Stiker | 115 |
| Gambar 5.1 | Final Logo Trowulan | 119 |
| Gambar 5.2 | <i>Graphic Standard Manual</i> | 121 |
| Gambar 5.7 | Desain Brosur Bagian Depan | 125 |
| Gambar 5.7 | Desain Brosur Bagian Belakang | 126 |
| Gambar 5.9 | Desain Website (<i>Home</i>) | 128 |
| Gambar 5.10 | Desain Website (<i>Profil</i>) | 129 |
| Gambar 5.11 | Desain Website (<i>News</i>) | 130 |
| Gambar 5.12 | Desain Website (<i>Gallery</i>) | 131 |
| Gambar 5.13 | Desain Website (<i>About</i>) | 132 |
| Gambar 5.14 | <i>Poster</i> | 133 |
| Gambar 5.15 | <i>Papper Bag</i> | 134 |
| Gambar 5.16 | Pin | 135 |
| Gambar 5.17 | Mug | 136 |
| Gambar 5.18 | Kaos..... | 136 |
| Gambar 5.19 | Stiker | 137 |



DAFTAR TABEL

| | Halaman |
|-----------|---------------------------------------------------------------|
| Tabel 2.1 | Pilihan Utama Media Iklan..... 43 |
| Tabel 4.1 | Matriks SWOT Perancangan Xinxin <i>Home Industry</i> 84 |
| Tabel 4.2 | Estimasi Biaya Media Utama 116 |
| Tabel 4.3 | Estimasi Biaya Media Pendukung..... 116 |

