DAFTAR ISI

Halaman

ABSTRAK ........................................................................................................................... viii

KATA PENGANTAR ........................................................................................................... x

DAFTAR ISI ........................................................................................................................... xiii

DAFTAR TABEL ...................................................................................................................... xvi

DAFTAR GAMBAR ............................................................................................................... xvii

BAB I PENDAHULUAN ............................................................................................... 1

1.1 Latar Belakang ........................................................................................................... 1

1.2 Rumusan Masalah ...................................................................................................... 5

1.3 Batasan Masalah ........................................................................................................ 5

1.4 Tujuan Perancangan .................................................................................................. 5

1.5 Manfaat Perancangan ............................................................................................... 6

BAB II TINJAUAN PUSTAKA ........................................................................................ 7

2.1 Perancangan ............................................................................................................... 7

2.2 Pemasaran .................................................................................................................. 7

2.3 Analisis Dan Strategi Pemasaran .............................................................................. 8

2.4 Analisis Peluang ......................................................................................................... 9

2.5 Analisis Kompetitif ................................................................................................... 9

2.6 Strategi Pemasaran ................................................................................................... 9

2.7 Bauran Pemasaran .................................................................................................. 10

2.8 Definisi Brand .......................................................................................................... 11

2.9 Brand Awareness ..................................................................................................... 13

xiii
Halaman

2.10 Media ................................................................................................. 15
2.11 Promosi ............................................................................................. 16
2.12 Teknik Promosi ................................................................................ 17
2.13 Promosi Periklanan .......................................................................... 20
2.14 Logo ................................................................................................. 20
2.15 Tagline ............................................................................................... 23
2.16 Tipografi ............................................................................................. 24
2.17 Layout ................................................................................................. 25
2.18 Strategi Desain Warna ...................................................................... 29
2.19 ATL dan BTL ..................................................................................... 30
2.20 Teori Analisis SWOT ........................................................................ 30

BAB III METODOLOGI DAN PERANCANGAN KARYA ....................... 32
3.1 Metodologi Penelitian ......................................................................... 32
3.2 Teknik Pengumpulan Data .................................................................. 33
3.3 Teknik Analisis Data ........................................................................... 34
3.4 Hasil dan Analisis Data ....................................................................... 37
3.5 Studi Eksisting .................................................................................... 40
3.6 Analisis SWOT .................................................................................... 44
3.7 Segmentation, Targeting, Positioning (STP) ....................................... 45
3.8 Analisis Kompetitor .......................................................................... 46
3.9 Keyword .............................................................................................. 50
3.10 Deskripsi Konsep ............................................................................. 50
Halaman

3.11 Konsep Perancangan ................................................................. 51
3.12 Perencanaan Kreatif ................................................................. 52
  3.12.1 Tujuan Kreatif ................................................................. 52
  3.12.2 Strategi Kreatif ................................................................. 52
3.13 Perencanaan Media ................................................................. 57
  3.13.1 Tujuan Media ................................................................. 57
  3.13.2 Strategi Media ................................................................. 57
BAB IV IMPLEMENTASI KARYA .................................................. 63
  4.1 Implementasi Media ................................................................. 63
BAB V KESIMPULAN DAN SARAN ............................................. 75
  5.1 Kesimpulan ................................................................. 75
  5.2 Saran ................................................................................. 76
DAFTAR PUSTAKA ........................................................................ 77
LAMPIRAN ................................................................................... 79
<table>
<thead>
<tr>
<th>Tabel</th>
<th>Deskripsi</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabel 1</td>
<td>Tabel Matriks SWOT</td>
<td>44</td>
</tr>
<tr>
<td>Tabel 2</td>
<td>Penentuan Pemilihan Sketsa</td>
<td>55</td>
</tr>
</tbody>
</table>
# DAFTAR GAMBAR

<table>
<thead>
<tr>
<th>Gambar</th>
<th>Gambar Deskripsi</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gambar 2.1</td>
<td>Bagan <em>Brand Equity</em></td>
<td>14</td>
</tr>
<tr>
<td>Gambar 2.2</td>
<td>Piramida Awareness</td>
<td>15</td>
</tr>
<tr>
<td>Gambar 3.1</td>
<td>Skema Model Analisis Interaktif</td>
<td>34</td>
</tr>
<tr>
<td>Gambar 3.2</td>
<td>Skema Prosedur Segmentasi</td>
<td>36</td>
</tr>
<tr>
<td>Gambar 3.3</td>
<td>Brosur Narwastu <em>Aromatherapy &amp; Body Care</em></td>
<td>41</td>
</tr>
<tr>
<td>Gambar 3.4</td>
<td>Website Narwastu <em>Aromatherapy &amp; Body Care</em></td>
<td>42</td>
</tr>
<tr>
<td>Gambar 3.5</td>
<td>Stan pameran Narwastu <em>Aromatherapy &amp; Body Care</em></td>
<td>43</td>
</tr>
<tr>
<td>Gambar 3.6</td>
<td>X-Banner Narwastu <em>Aromatherapy &amp; Body Care</em></td>
<td>43</td>
</tr>
<tr>
<td>Gambar 3.7</td>
<td>Website Kompetitor – Bali Ratih</td>
<td>49</td>
</tr>
<tr>
<td>Gambar 3.8</td>
<td>Website Kompetitor – Nirmala Aromatherapy</td>
<td>49</td>
</tr>
<tr>
<td>Gambar 3.9</td>
<td>Konsep Perancangan</td>
<td>51</td>
</tr>
<tr>
<td>Gambar 3.10</td>
<td>Tipografi “LainieDaySH”</td>
<td>53</td>
</tr>
<tr>
<td>Gambar 3.11</td>
<td>Tipografi “Champagne &amp; Limousines”</td>
<td>53</td>
</tr>
<tr>
<td>Gambar 3.12</td>
<td>Sketsa alternatif <em>logogram “jasmine”</em></td>
<td>54</td>
</tr>
<tr>
<td>Gambar 3.13</td>
<td>Alternatif *logogram “jasmine” yang terpilih</td>
<td>55</td>
</tr>
<tr>
<td>Gambar 3.14</td>
<td>Warna logo yang terpilih</td>
<td>56</td>
</tr>
<tr>
<td>Gambar 3.15</td>
<td>Hasil logo Narwastu <em>Aromatherapy &amp; Body Care</em></td>
<td>56</td>
</tr>
<tr>
<td>Gambar 3.16</td>
<td>Sketsa Iklan Majalah</td>
<td>58</td>
</tr>
<tr>
<td>Gambar 3.17</td>
<td>Sketsa Iklan <em>X-Banner</em></td>
<td>59</td>
</tr>
<tr>
<td>Gambar 3.18</td>
<td>Sketsa <em>flyer</em></td>
<td>60</td>
</tr>
</tbody>
</table>
Gambar 3.19  Sketsa website ................................................................. 61

Gambar 4.1  Final Artwork Logo Narwastu Aromatherapy & Body Care .... 66
Gambar 4.2  Final Artwork Black and White Logo Narwastu Aromatherapy & Body Care (B/W) ................................................................. 67
Gambar 4.3  Final Artwork Grid System Logo Narwastu Aromatherapy & Body Care ................................................................. 68
Gambar 4.4  Iklan Majalah Narwastu Aromatherapy & Body Care .......... 69
Gambar 4.5  Pembatas Iklan Majalah Narwastu Aromatherapy & Body Care .. 70
Gambar 4.6  Implementasi Iklan Majalah Narwastu Aromatherapy & Body Care ................................................................................. 70
Gambar 4.7  Website Narwastu Aromatherapy & Body Care halaman Home......................................................................................... 71
Gambar 4.8  Website Narwastu Aromatherapy & Body Care halaman Our Product .................................................................................. 71
Gambar 4.9  Website Narwastu Aromatherapy & Body Care halaman About Us ..................................................................................... 72
Gambar 4.10 Website Narwastu Aromatherapy & Body Care halaman Contact Us .................................................................................. 72
Gambar 4.11 Implementasi Desain Label Narwastu Aromatherapy & Body Care .................................................................................. 73
Gambar 4.12 Implementasi Desain Flyer Narwastu Aromatherapy & Body Care .................................................................................. 74
Gambar 4.13 Implementasi Desain X-Banner Narwastu Aromatherapy & Body Care .......................................................... 75

Gambar 4.14 Implementasi Desain Merchandise Narwastu Aromatherapy & Body Care .......................................................... 76