

## DAFTAR ISI

|                                                             |     |
|-------------------------------------------------------------|-----|
| LEMBAR PENGESAHAN .....                                     | i   |
| LEMBAR PERNYATAAN ORISINALITAS .....                        | ii  |
| KATA PENGANTAR .....                                        | iii |
| ABSTRAK .....                                               | iv  |
| <i>ABSTRACT</i> .....                                       | v   |
| DAFTAR ISI.....                                             | vi  |
| DAFTAR GAMBAR .....                                         | ix  |
| DAFTAR TABEL.....                                           | xi  |
| DAFTAR LAMPIRAN.....                                        | xii |
| BAB I PENDAHULUAN                                           |     |
| I.1 Latar Belakang.....                                     | 1   |
| I.2 Identifikasi Masalah .....                              | 3   |
| I.3 Rumusan Masalah.....                                    | 4   |
| I.4 Batasan Masalah .....                                   | 4   |
| I.5 Tujuan dan Manfaat Perancangan .....                    | 5   |
| BAB II LANDASAN TEORI PERANCANGAN INFORMASI PROFESI BARISTA |     |
| I.1 Kopi .....                                              | 6   |
| I.1.1 Proses Pengolahan .....                               | 7   |
| I.1.2 Jenis-jenis Kopi .....                                | 10  |
| I.1.3 Jenis Biji Kopi Yang Tersebar Di Indonesia .....      | 13  |
| I.1.4 Industri Kopi Dalam Negeri .....                      | 14  |
| I.1.4.1 Industri Kelas Kecil .....                          | 14  |
| I.1.4.2 Industri Kopi Kelas Menengah.....                   | 15  |
| I.1.4.3 Industri Kopi Kelas Besar.....                      | 15  |
| II.2 Pola Konsumsi Kopi Di Indonesia .....                  | 16  |
| II.3 <i>Coffee Shop</i> .....                               | 17  |
| II.4 Barista.....                                           | 18  |
| II.4.1 Barista.....                                         | 19  |
| II.4.2 <i>Manual Brew</i> .....                             | 19  |

|                                                    |    |
|----------------------------------------------------|----|
| II.4.3 <i>Latte Art</i> .....                      | 20 |
| II.4.4 <i>Cup Tester</i> .....                     | 20 |
| II.4.5 Menyajikan Kopi Yang Baik.....              | 20 |
| II.4.6 Penyimpanan Kopi .....                      | 20 |
| II.4.7 <i>Attitude</i> .....                       | 21 |
| II.4.8 Secara Manajemen .....                      | 22 |
| II.5 Alat Yang Digunakan Barista.....              | 24 |
| II.5.1 Roasting.....                               | 24 |
| II.5.2 Mesin Giling Kopi.....                      | 25 |
| II.5.3 Mesin Ekstrasi Kopi .....                   | 27 |
| II.5.4 Alat Saring.....                            | 27 |
| II.5.1 Alat Perendam Kopi .....                    | 28 |
| II.5.2 Alat Rebus .....                            | 29 |
| II.6 Komunitas Barista .....                       | 29 |
| II.7 Sekolah Barista.....                          | 30 |
| II.8 Bumi Kiwari .....                             | 32 |
| II.9 Upaya Pemerintah .....                        | 32 |
| II.10 Permasalahan.....                            | 34 |
| II.11 Analisis Data .....                          | 34 |
| II.12 Persepsi Masyarakat.....                     | 36 |
| II.13 Resume .....                                 | 38 |
| II.14 Solusi Perancangan .....                     | 38 |
| <br>BAB III STRATEGI PERANCANGAN DAN KONSEP VISUAL |    |
| III.1 Studi Target Audience .....                  | 39 |
| III.1.1 Demografis .....                           | 39 |
| III.1.2 Geografis.....                             | 40 |
| III.1.3 Psikografis.....                           | 40 |
| III.2 Strategi Perancangan.....                    | 41 |
| III.2.1 Informasi .....                            | 41 |
| III.2.2 Media Informasi .....                      | 41 |
| III.2.3 Tujuan Informasi .....                     | 42 |
| III.2.4 Pendekatan Komunikasi .....                | 42 |

|                                         |    |
|-----------------------------------------|----|
| III.2.5 Mandatory .....                 | 43 |
| III.2.6 Materi Pesan .....              | 44 |
| III.2.7 Gaya Bahasa.....                | 45 |
| III.2.8 Strategi Kreatif .....          | 45 |
| III.2.9 Strategi Media .....            | 46 |
| III.2.10 Srtategi Distribusi .....      | 48 |
| SIII.3Konsep Visual.....                | 50 |
| III.3.1 Format Desain.....              | 51 |
| III.2.2 Tata Letak .....                | 51 |
| III.2.3 Tipography .....                | 54 |
| III.2.1 Ilustrasi.....                  | 55 |
| III.2.2 Warna .....                     | 58 |
| <b>BAB IV MEDIA DAN TEKNIS PRODUKSI</b> |    |
| IV.1 Media Utama .....                  | 59 |
| IV.2 Konsep Media .....                 | 59 |
| III.2.1 Produksi Media Utama .....      | 59 |
| III.2.2 Produksi .....                  | 60 |
| III.2.4 Final Media .....               | 62 |
| III.2.5 Media Pendukung .....           | 64 |
| DAFTAR PUSTAKA .....                    | 72 |
| LAMPIRAN.....                           | 76 |
| SURAT PERNYATAAN PUBLIKASI.....         | 78 |
| DAFTAR RIWAYAT HIDUP.....               | 79 |