

DAFTAR ISI

| | |
|---|------|
| LEMBAR PENGESAHAN | i |
| LEMBAR PERNYATAAN ORISINALITAS | ii |
| KATA PENGANTAR | iii |
| ABSTRAK | iv |
| <i>ABSTRACT</i> | v |
| DAFTAR ISI | vi |
| DAFTAR GAMBAR | x |
| DAFTAR LAMPIRAN | viii |
| | |
| BAB I. PENDAHULUAN | 1 |
| I.1 Latar Belakang Masalah | 1 |
| I.2 Identifikasi Masalah | 3 |
| I.3 Rumusan Masalah | 3 |
| I.4 Batasan Masalah | 3 |
| I.5 Tujuan & Manfaat Perancangan | 4 |
| I.5.1 Tujuan Perancangan | 4 |
| I.5.2 Manfaat Perancangan | 4 |
| | |
| BAB II. PEMBAHASAN MASALAH & SOLUSI MASALAH STONE GARDEN GEOPARK | 5 |
| II.1 Landasan Teori | 5 |
| II.1.1 Asal Mula Pariwisata | 5 |
| II.1.2 Pariwisata | 6 |
| II.1.3 Geopark | 6 |
| II.1.4 Geopark Di Indonesia | 7 |
| II.2 Objek Penelitian | 7 |
| II.2.1 Stone Garden Geopark | 7 |
| II.2.2 Struktur Kelompok Sadar Wisata Stone Garden Geopark Pasir Pawon | 8 |
| II.2.3 Sejarah Stone Garden Geopark | 8 |

| | |
|---|----|
| II.2.4 Danau Purba Bandung | 9 |
| II.2.5 Sarana Dan Prasarana di kawasan Stone Garden Geopark | 10 |
| II.2.5.1 Papan Nama | 10 |
| II.2.5.2 Jalan Masuk | 11 |
| II.2.5.3 Gapura Stone Garden Geopark | 12 |
| II.2.5.4 Pos Tiket Masuk | 12 |
| II.2.5.5 Daftar Tarif Masuk | 13 |
| II.2.5.6 Tiket Masuk & Parkir | 14 |
| II.2.5.7 Gapura Utama | 15 |
| II.2.5.8 Rambu Petunjuk Arah | 16 |
| II.2.5.9 Area Parkir | 16 |
| II.2.5.10 Papan Jam Operasional | 17 |
| II.2.5.11 Gapura | 18 |
| II.2.5.12 Jalan Setapak | 18 |
| II.2.5.13 Pusat Informasi & Edukasi | 19 |
| II.2.5.14 Pos Kesehatan | 20 |
| II.2.5.15 Buku Tamu Pengunjung | 21 |
| II.2.5.16 Taman Bacaan | 21 |
| II.2.5.17 Gapura | 22 |
| II.2.5.18 Taman Batu | 23 |
| II.2.5.19 Batu Nona | 23 |
| II.2.5.20 Batu Lima | 24 |
| II.2.5.21 Batu Mesra | 24 |
| II.2.5.22 Batu Gerbang | 25 |
| II.2.5.23 Batu Sukoi | 25 |
| II.2.5.24 Batu Panyawangan | 26 |
| II.2.5.25 Batu Kura – Kura | 26 |
| II.2.5.26 Area Patilasan | 27 |
| II.2.5.27 Gazebo | 27 |
| II.2.5.28 Darmaga Foto | 28 |
| II.2.5.29 Ruang Ganti | 28 |
| II.2.5.30 Mushala & Toilet | 29 |

| | |
|---|----|
| II.3 Analisis | 29 |
| II.3.1 Observasi | 29 |
| II.3.1.1 Hasil Observasi | 30 |
| II.4 ResUME | 32 |
| II.5 Solusi Perancangan | 33 |
| BAB III. STRATEGI PERANCANGAN & KONSEP DESAIN | 34 |
| III.1 Khalayak Sasaran | 34 |
| III.2 Strategi Perancangan | 36 |
| III.2.1 Tujuan Komunikasi | 37 |
| III.2.2 Pendekatan Komunikasi | 37 |
| III.2.2.1 Pendekatan Visual | 37 |
| III.2.2.2 Pendekatan Verbal | 38 |
| III.2.2.3 <i>Mandatory</i> | 38 |
| III.2.4 Materi Pesan | 39 |
| III.2.5 Gaya Bahasa | 39 |
| III.2.6 Strategi Kreatif | 40 |
| III.2.6.1 <i>Copywriting</i> | 41 |
| III.2.7 Strategi Media | 41 |
| III.2.8 Media Utama | 41 |
| III.2.9 Media Pendukung | 42 |
| III.2.10 Strategi Distribusi dan Waktu Penyebaran Media | 44 |
| III.3 Konsep Visual | 45 |
| III.3.1 Format Desain | 45 |
| III.3.2 Tata Letak (<i>Layout</i>) | 45 |
| III.3.3 Tipografi | 46 |
| III.3.4 Ilustrasi | 47 |
| III.3.5 Warna | 48 |
| BAB IV. MEDIA & TEKNIS PRODUKSI | 49 |
| IV.1 Media Utama | 49 |
| IV.1.1 Teknik Produksi | 49 |

| | |
|--|----|
| IV.1.1.1 Pra Produksi | 49 |
| IV.1.1.2 Produksi | 50 |
| IV.1.1.3 Pasca Produksi | 53 |
| IV.2 Media Pendukung | 54 |
| | |
| DAFTAR PUSTAKA | 63 |
| LAMPIRAN | 65 |
| SURAT KETERANGAN PERSETUJUAN PUBLIKASI | 70 |
| RIWAYAT HIDUP | 71 |