

TABLE OF CONTENTS

VALIDATION SHEET	II
ORIGINALITY STATEMENT SHEET	III
ACKNOWLEDGEMENT	IV
ABSTRAK.....	V
ABSTRACT	VI
TABLE OF CONTENT	VII
LIST OF TABLES.....	IX
LIST OF FIGURES	X
CHAPTER I. INTRODUCTION	1
I.1 Background of the Study	1
I.2 Identification of the Problem	3
I.3 Focus of the Problem	3
I.4 Limitation of the Problem.....	3
I.5 Purpose and Benefits of Design	4
I.5.1 Purpose of Design.....	4
I.5.2 Benefits of Design	4
CHAPTER II. DISCUSSION OF THE PROBLEM AND SOLUTION	
II. 1 A Brief Introduction of Rumi	5
II. 2 Rumi's Untold Story.....	5
II.3 Analysis.....	22
II.4 Data Questionnaire	24
II. 5 Summary	25
II. 6 Design Solution	26
CHAPTER III. DESIGN STRATEGY AND DESIGN CONCEPT	
III.1 Target Audience.....	27
III.2 Design Strategy	30

III.2.1 Purpose of Communication	31
III.2.2 Communication Approach	31
III.2.3 Mandatory	32
III.2.4 Material Message	32
III.2.5 Language Style	33
III.2.6 Creative Strategy	33
III.2.7 Media Strategy	37
III.2.8 Distribution Strategy and Media Deployment Time	40
III.3 Visual Concepts	41
III.3.1 Format Design	42
III.3.2 Layout	42
III.3.3 Typography	44
III.3.4 Illustration	46
III.3.5 Color	48

CHAPTER IV. MEDIA DESIGN STRATEGY AND DESIGN CONCEPT

IV.1 Main Media	50
IV.2 Supporting Media	69
List of References	81

LIST OF TABLES

Table III.1 Questionnaire Survey	24
Table III.2 Consumer Journey	30
Table III.3 Distribution Strategy	41

LIST OF FIGURES

Figure III.1 Gramedia Logo	32
Figure III.2 Style Reference	35
Figure III.3 Style Reference	36
Figure III.4 Style Reference	36
Figure III.5 Style Reference	37
Figure III.6 Book Size	42
Figure III.7 Book Cover Layout.....	43
Figure III.8 Inside page Layout.....	43
Figure III.9 Inside page Layout.....	44
Figure III.10 Throne Typeface	44
Figure III.11 Hobo Std Typeface	45
Figure III.12 Handlee body text	46
Figure III.13 Rumi Face reference	47
Figure III.14 Shams and Rumi reference.....	47
Figure III.15 Environment Reference.....	48
Figure III.16 Environment Reference.....	48
Figure III.17 Color Palette	49
Figure IV.1 Sketches.....	51
Figure IV.2 Sketches.....	51
Figure IV.3 Sketches.....	52
Figure IV.4 digital transformation.....	52
Figure IV.5 Main media Cover	53
Figure IV.6 first page	54
Figure IV.7 Main Media Content.....	55
Figure IV.8 Main Media Content.....	56
Figure IV.9 Main Media Content.....	57

Figure IV.10 Main Media Content	58
Figure IV.11 Main Media Content	59
Figure IV.12 Main Media Content	60
Figure IV.13 Main Media Content	61
Figure IV.14 Main Media Content	62
Figure IV.15 Main Media Content	63
Figure IV.16 Main Media Content	64
Figure IV.17 Main Media Content	65
Figure IV.18 Main Media Content	66
Figure IV.19 Main Media Content	67
Figure IV.20 Poster	68
Figure IV.21 Standee	70
Figure IV.22 Pamphlet	71
Figure IV.23 Pamphlet Back	72
Figure IV.24 Social Media Ad	73
Figure IV.25 Notebook	74
Figure IV.26 Stiker	75
Figure IV.27 Tote Bag	76
Figure IV.28 Cup	77
Figure IV.29 Key Fob/Chain	78
Figure IV.30 Wall Clock	79
Figure IV.31 Pin	80