

DAFTAR ISI

KATA PENGANTAR.....	iii
ABSTRAK.....	iv
<i>ABSTRACT</i>	v
DAFTAR ISI	vi
DAFTAR GAMBAR.....	Error! Bookmark not defined.
DAFTAR TABEL	x
BAB I. PENDAHULUAN.....	Error! Bookmark not defined.
I.1. Latar Belakang Masalah	Error! Bookmark not defined.
I.2. Identifikasi Masalah	Error! Bookmark not defined.
I.3. Rumusan Masalah	4
I.4. Batasan Masalah.....	Error! Bookmark not defined.
I.5. Tujuan dan Manfaat Perancangan	Error! Bookmark not defined.
1.5.1. Tujuan Perancangan.....	Error! Bookmark not defined.
1.5.2. Manfaat Perancangan.....	Error! Bookmark not defined.
BAB II. AKIBAT DARI KELALAIAN SHALAT.....	Error! Bookmark not defined.
II.1. Shalat.....	Error! Bookmark not defined.
II.2. Sejarah Shalat.....	Error! Bookmark not defined.
II.2.1. Makna.....	Error! Bookmark not defined.
II.2.2. Fungsi.....	Error! Bookmark not defined.
II.2.3. Akibat dari Kelalaian Shalat	Error! Bookmark not defined.
II.3. Analisis.....	Error! Bookmark not defined.
II.3.1. Kueisoner	Error! Bookmark not defined.
II.4. Resume.....	22
II.5. Solusi Perancangan	23

BAB III. STRATEGI PERANCANGAN DAN KONSEP DESAIN.....	24
III.1. Khalayak sasaran	24
III.1.1. Demografis	Error! Bookmark not defined.
III.1.2. Geografis.....	25
III.1.3. Psikografis	25
III.1.4. <i>Consumer Insight</i>	26
III.1.5. <i>Consumer Journey</i>	27
III.2. Strategi Perancangan	30
III.2.1. Tujuan Komunikasi	30
III.2.2. Pendekatan Komunikasi	31
III.2.2.1 Metode AISAS.....	32
III.2.3. Mandatory.....	34
III.2.4. Materi Pesan	34
III.2.5. Gaya Bahasa	34
III.2.6. Strategi Kreatif.....	35
III.2.7. Strategi Media.....	35
III.2.8 Strategi Distribusi dan Waktu Penyebaran Media.....	37
III.3. Konsep Visual.....	38
III.3.1. Tata Letak.....	Error! Bookmark not defined.
III.3.2. Tipografi	Error! Bookmark not defined.
III.3.3. Ilustrasi	40
III.3.3.1 Studi Visual Poster	41
III.3.3.2 Studi Visual Karakter Komik	44
III.3.4. Warna.....	46
BAB IV. MEDIA UTAMA DAN TEKNIS PRODUKSI.....	47
IV.1. Media Utama	47
IV.2. Teknis Produksi	49
IV.2.1. Spesifikasi Software	52

IV.3. Media Pendukung.....	53
BAB V. KESIMPULAN DAN SARAN	77
V.1. Kesimpulan	77
V.2. Saran	77
DAFTAR PUSTAKA	78