

DAFTAR ISI

LEMBAR PENGESAHAN	Error! Bookmark not defined.
KATA PENGANTAR	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
<i>ABSTRACT</i>	Error! Bookmark not defined.
DAFTAR ISI.....	i
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
DAFTAR LAMPIRAN.....	Error! Bookmark not defined.
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.....	Error! Bookmark not defined.
I.4 Batasan Masalah	Error! Bookmark not defined.
I.5 Tujuan dan Manfaat Perancangan.....	Error! Bookmark not defined.
I.5.1 Tujuan Perancangan.....	Error! Bookmark not defined.
I.5.2 Manfaat Perancangan.....	Error! Bookmark not defined.
BAB II CV MUMTAAZ MANDIRI SEBAGAI PRODUSEN KERAJINAN ROTAN DI CIREBON	Error! Bookmark not defined.
II.1 Objek Perancangan	Error! Bookmark not defined.
II.1.1 Definisi Kerajinan Rotan	Error! Bookmark not defined.
II.1.2 Perusahaan dan Industri Pengolahan Rotan.....	Error! Bookmark not defined.
defined.	
II.1.3 Mutu dan Kualitas Rotan	Error! Bookmark not defined.
II.1.4 Pemanfaatan Rotan di Masyarakat.....	Error! Bookmark not defined.
II.2 Kerajinan Rotan Di Cirebon	Error! Bookmark not defined.
II.3 CV Mumtaaz Mandiri	Error! Bookmark not defined.
II.3.1 Sejarah CV Mumtaaz Mandiri	Error! Bookmark not defined.
II.3.2 Profil CV Mumtaaz Mandiri.....	Error! Bookmark not defined.
II.3.3 Visi dan Misi CV Mumtaaz Mandiri	Error! Bookmark not defined.
II.3.4 Struktur Organisasi	Error! Bookmark not defined.

II.3.5	Alamat dan Waktu Operasional CV Mumtaaz Mandiri	Error! Bookmark not defined.
II.3.6	Kontak dan Sosial Media CV Mumtaaz Mandiri ..	Error! Bookmark not defined.
II.3.7	Produk dan Harga	Error! Bookmark not defined.
II.3.8	Segmentasi Pasar CV Mumtaaz Mandiri	Error! Bookmark not defined.
II.3.9	Media Promosi CV Mumtaaz Mandiri	Error! Bookmark not defined.
II.4	Analisa Objek.....	Error! Bookmark not defined.
II.4.1	Analisis SWOT CV Mumtaaz Mandiri....	Error! Bookmark not defined.
II.4.2	Wawancara.....	Error! Bookmark not defined.
II.4.3	Kuesioner	Error! Bookmark not defined.
II.4.4	Observasi.....	Error! Bookmark not defined.
II.4.5	Studi Komparasi.....	Error! Bookmark not defined.
II.5	Resume.....	Error! Bookmark not defined.
II.6	Solusi Perancangan	Error! Bookmark not defined.

BAB III STRATEGI PERANCANGAN DAN DESAIN KONSEP Error! Bookmark not defined.

III.1	Khalayak Sasaran.....	Error! Bookmark not defined.
III.2	Strategi Perancangan.....	Error! Bookmark not defined.
III.2.1	Tujuan Komunikasi.....	Error! Bookmark not defined.
III.2.2	Pendekatan Komunikasi.....	Error! Bookmark not defined.
III.2.2.1	Pendekatan Visual.....	Error! Bookmark not defined.
III.2.2.2	Pendekatan Verbal	Error! Bookmark not defined.
III.2.3	<i>Mandatory</i>	Error! Bookmark not defined.
III.2.4	Materi Pesan.....	Error! Bookmark not defined.
III.2.5	Gaya Bahasa.....	Error! Bookmark not defined.
III.2.6	Strategi Kreatif.....	Error! Bookmark not defined.
III.2.6.1	<i>Copywriting</i>	Error! Bookmark not defined.
III.2.7	Strategi Media.....	Error! Bookmark not defined.
III.2.7.1	Media Utama.....	Error! Bookmark not defined.
III.2.7.2	Media Pendukung	Error! Bookmark not defined.
III.2.8	Strategi Distribusi	Error! Bookmark not defined.

III.3	Konsep Visual.....	Error! Bookmark not defined.
III.3.1	Format Desain.....	Error! Bookmark not defined.
III.3.2	Tata Letak	Error! Bookmark not defined.
III.3.3	Penggunaan Tulisan atau Tipografi	Error! Bookmark not defined.
III.3.4	Penggunaan Elemen Grafis.....	Error! Bookmark not defined.
III.3.5	Penggunaan Warna	Error! Bookmark not defined.
BAB IV MEDIA DAN TEKNIS PRODUKSI		Error! Bookmark not defined.
IV.1	Proses Perancangan <i>Company Profile</i>	Error! Bookmark not defined.
IV.1.1	Teknik Produksi	Error! Bookmark not defined.
IV.1.2	Hasil Akhir.....	Error! Bookmark not defined.
IV.2	Media Pendukung	Error! Bookmark not defined.
BAB V KESIMPULAN DAN SARAN.....		Error! Bookmark not defined.
V.1	Kesimpulan	Error! Bookmark not defined.
V.2	Saran.....	Error! Bookmark not defined.
DAFTAR PUSTAKA		Error! Bookmark not defined.
LAMPIRAN.....		Error! Bookmark not defined.