

## DAFTAR ISI

|   |      |
|---|------|
| LEMBAR PENGESAHAN .....   | i    |
| LEMBAR PERNYATAAN ORISINALITAS KARYA TUGAS AKHIR .....                                | ii   |
| KATA PENGANTAR.....   | iii  |
| ABSTRAK .....   | iv   |
| ABSTRACT .....  | v    |
| DAFTAR ISI .....  | vi   |
| DAFTAR GAMBAR .....   | x    |
| DAFTAR TABEL .....  | xiii |
| DAFTAR LAMPIRAN .....   | xiv  |
| <br>  |      |
| BAB I. PENDAHULUAN .....  | 1    |
| I.1. Latar Belakang Masalah.....  | 1    |
| I.2. Identifikasi Masalah .....   | 4    |
| I.3 Rumusan Masalah .....   | 4    |
| I.4. Batasan Masalah .....  | 4    |
| I.5. Tujuan dan Manfaat Perancangan.....  | 4    |
| 1.5.1. Tujuan.....  | 4    |
| 1.5.2. Manfaat Perancangan.....   | 4    |
| <br>  |      |
| BAB II. PENCEGAHAN KONFLIK TERHADAP SATWA GAJAH<br>SUMATERA MELALUI MEDIA BUKLET..... | 6    |
| II.1. Landasan Teori.....   | 6    |
| II.1.1. Satwa Endemik.....  | 6    |
| II.1.2. Gajah.....  | 6    |
| II.1.3. Gajah Sumatera.....   | 6    |
| II.1.4. Taman Nasional.....   | 8    |
| II.1.5. Taman Nasional Way Kambas .....   | 8    |

|  |    |
|--|----|
| II.2 Objek Penelitian.....                           | 13 |
| II.3 Analisis Permasalahan.....                      | 13 |
| II.3.1. Analisis Studi Literatur.....                | 13 |
| II.3.2. Analisis Studi Observasi.....                | 15 |
| II.3.3. Studi Komunikasi Personal.....               | 15 |
| II.3.4. Kuesioner.....                               | 17 |
| II.4 Resume.....                                     | 19 |
| II.5 Solusi Perancangan.....                         | 19 |
| <br>   |    |
| BAB III. STRATEGI PERANCANGAN DAN KONSEP DESAIN..... | 20 |
| III.1 Khalayak Sasaran.....                          | 20 |
| III.1.1 Demografis.....                              | 20 |
| III.1.2 Geografis.....                               | 21 |
| III.1.3 <i>Psikografis</i> .....                     | 21 |
| III.1.4 <i>Consumer Insight</i> .....                | 21 |
| III.1.5 <i>Consumer Journey</i> .....                | 21 |
| III.2 Strategi Perancangan.....                      | 23 |
| III.2.1 Tujuan Komunikasi.....                       | 23 |
| III.2.2 Pendekatan Komunikasi.....                   | 23 |
| III.2.2.1 Pendekatan Verbal.....                     | 23 |
| III.2.2.2 Pendekatan Visual.....                     | 24 |
| III.2.3 <i>Mandatory</i> .....                       | 24 |
| III.2.4 Materi Pesan.....                            | 25 |
| III.2.5 Gaya Bahasa.....                             | 26 |
| III.2.6 Strategi Kreatif.....                        | 26 |
| III.2.6.1 Logo.....                                  | 27 |
| III.2.6.2 <i>Copywriting</i> .....                   | 28 |
| III.2.6.3 Visualisasi.....                           | 28 |

|   |    |
|---|----|
| III.2.7 Strategi Media .....                                  | 28 |
| III.2.7.1. Media Utama .....                                  | 28 |
| III.2.7.2. Media Pendukung .....                              | 28 |
| III.2.8. Strategi Distribusi dan Waktu Penyebaran Media ..... | 29 |
| III.3. Konsep Visual .....                                    | 30 |
| III.3.1. Format Desain .....                                  | 30 |
| III.3.2. Tata Letak ( <i>layout</i> ) .....                   | 30 |
| III.3.3. Tipografi .....                                      | 32 |
| III.3.4. Ilustrasi .....                                      | 33 |
| III.3.5. Warna .....  | 33 |
| <br>  |    |
| BAB IV. MEDIA DAN TEKNIS PRODUKSI .....                       | 34 |
| IV.1 Teknis Produksi .....                                    | 34 |
| IV.1.1 Tahap Pra Produksi .....                               | 34 |
| IV.1.2 Produksi .....   | 35 |
| IV.1.3 Tahap Pasca Produksi .....                             | 35 |
| IV.2 Media Utama .....  | 35 |
| IV.2.1 <i>Cover</i> Buklet .....                              | 35 |
| IV.2.2 Daftar isi .....                                       | 36 |
| IV.2.3 Halaman 1 .....  | 36 |
| IV.2.4 Halaman 2 .....  | 37 |
| IV.2.5 Halaman 3 .....  | 38 |
| IV.2.6 Halaman 4 .....  | 38 |
| IV.2.7 Halaman 5 .....  | 39 |
| IV.2.8 Halaman 6 .....  | 39 |
| IV.2.9 Halaman 7 .....  | 40 |
| IV.2.10 Halaman 8 .....                                       | 40 |
| IV.2.11 Halaman 9 .....                                       | 41 |

|                                   |    |
|-----------------------------------|----|
| IV.2.12 <i>Back Cover</i> .....   | 41 |
| IV.3 Media Pendukung .....        | 42 |
| <br>                              |    |
| BAB V. KESIMPULAN DAN SARAN ..... | 48 |
| V.1 Kesimpulan .....              | 48 |
| V.2 Saran .....                   | 48 |
| DAFTAR PUSTAKA .....              | 49 |