

DAFTAR ISI

| | |
|--|------|
| LEMBAR PENGESAHAN | i |
| LEMBAR PERNYATAAN ORISINALITAS KARYA TUGAS AKHIR | ii |
| KATA PENGANTAR | iii |
| ABSTRAK | iv |
| <i>ABSTRACT</i> | v |
| DAFTAR ISI | vi |
| DAFTAR GAMBAR | ix |
| DAFTAR TABEL | xii |
| DAFTAR LAMPIRAN | xiii |
| BAB I. PENDAHULUAN | 1 |
| I.1. Latar Belakang Masalah | 1 |
| I.2. Identifikasi Masalah | 2 |
| I.3. Rumusan Masalah | 3 |
| I.4. Batasan Masalah | 3 |
| I.5. Tujuan dan Manfaat Perancangan | 3 |
| I.5.1. Tujuan Perancangan | 3 |
| I.5.2. Manfaat Perancangan | 3 |
| BAB II. Penguatan Identitas <i>Brand</i> Level Scarves Sesuai DENGAN PERUBAHAN LOGO | 4 |
| II.1. Landasan Teori | 4 |
| II.1.1. <i>Fashion</i> | 4 |
| II.1.2. Pakaian Muslim | 4 |
| II.1.3. Hijab | 4 |
| II.2. Objek Penelitian | 5 |
| II.2.1. <i>Brand Story</i> Level Scarves | 6 |
| II.3. Analisis Permasalahan | 14 |
| II.3.1. Analisis Identitas Lama | 14 |
| II.3.1.1. Tentang Logo Lama | 14 |
| II.3.1.2. Aturan Pengaplikasian Logo Lama | 18 |
| II.3.2. Analisis Logo Level Scarves Pada Produk Hijab..... | 26 |

| | |
|---|-----------|
| II.3.3. Analisis Kasus Ketidak Konsistenan Pada Pengaplikasian Logo Level Scarves | 27 |
| II.3.4. Analisis Konsumen Terhadap Logo Lama Level Scarves | 27 |
| II.3.5. Analisis Konsumen Terhadap Produk Level Scarves | 30 |
| II.3.6. Analisis SWOT Level Scarves | 33 |
| II.3.7. Analisis Diferensiasi Level Scarves | 37 |
| II.3.8. Analisis Kompetitor Level Scarves | 37 |
| II.3.9. Analisis Positioning Level Scarves | 38 |
| II.4. Resume | 38 |
| II.5. Solusi Perancangan | 38 |
| BAB III. STRATEGI PERANCANGAN DAN KONSEP DESAIN | 39 |
| III.1. Khalayak Sasaran | 40 |
| III.1.1. Demografis | 40 |
| III.1.2. Geografis | 40 |
| III.1.3. Psikografis | 40 |
| III.1.4. <i>Consumer Insight</i> | 40 |
| III.1.5. <i>Consumer Journey</i> | 41 |
| III.2. Strategi Perancangan | 43 |
| III.2.1. Tujuan Komunikasi | 44 |
| III.2.2. Pendekatan Komunikasi | 44 |
| III.2.2.1. Pendekatan Verbal | 44 |
| III.2.2.2. Pendekatan Visual | 44 |
| III.2.3. <i>Mandatory</i> | 44 |
| III.2.4. Materi Pesan | 45 |
| III.2.5. Gaya Bahasa | 45 |
| III.2.6. Strategi Kreatif | 46 |
| III.2.6.1. <i>Copywriting</i> | 46 |
| III.2.6.2. <i>Keyword</i> | 46 |
| III.2.6.3. <i>Keyvisual</i> | 47 |
| III.2.7. Strategi Media | 48 |
| III.2.8. Strategi Distribusi dan Waktu Penyebaran Media | 51 |
| III.2.8.1. Strategi Distribusi | 51 |

| | |
|--|-----------|
| III.2.8.2. Waktu Penyebaran Media | 51 |
| III.3. Konsep Visual | 52 |
| III.3.1. Format Desain | 52 |
| III.3.2. Tata Letak | 52 |
| III.3.3. Tipografi | 58 |
| III.3.4. Ilustrasi | 60 |
| III.3.5. Warna | 61 |
| BAB IV. MEDIA DAN TEKNIK PRODUKSI | 62 |
| VI.1. Teknik Produksi | 62 |
| VI.2. Media Utama | 64 |
| VI.3. Media Pendukung | 65 |
| BAB V. KESIMPULAN | 73 |
| V.1. Kesimpulan | 73 |
| V.2. Saran | 73 |
| DAFTAR PUSTAKA | 74 |
| LAMPIRAN | 77 |