

## DAFTAR ISI

LEMBAR PENGESAHAN .....	i
LEMBAR PERNYATAAN ORISINALITAS .....	ii
KATA PENGANTAR .....	iii
ABSTRAK .....	iv
<i>ABSTRACT</i> .....	v
DAFTAR ISI.....	vi
DAFTAR GAMBAR .....	ix
DAFTAR TABEL.....	xiii
DAFTAR LAMPIRAN.....	xiv
GLOSSARIUM.....	xv
BAB I. PENDAHULUAN .....	1
I.1 Latar Belakang Masalah .....	1
I.2 Identifikasi Masalah.....	2
I.3 Rumusan Masalah.....	2
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. PEMBAHASAN JENIS-JENIS TANK.....	4
II.1 Tinjauan Tank.....	4
II.1.1 Landasan Teori .....	4
II.1.2 Sejarah Tank.....	4
II.1.3 Elemen Tank.....	5
II.1.4 Fungsi Tank.....	6
II.2 Analisa Objek .....	7
II.2.1 Observasi .....	7
II.2.2 Observasi Langsung .....	7
II.2.3 Observasi Tidak Langsung.....	9

II.2.4 Kesimpulan Observasi.....	13
II.2.5 Studi Literatur.....	14
II.2.6 Data Yang Terkumpul.....	15
II.2.7 Kesimpulan Studi Litelatur.....	17
II.2.8 Kuesioner.....	17
II.2.9 Hasil Kuesioner .....	18
II.2.10 Kesimpulan Kuesioner .....	23
II.3 Resume .....	23
II.4 Solusi Perancangan.....	24
BAB III.STRATEGI PERANCANGAN DAN KONSEP DESAIN .....	26
III.1 Khalayak Sasaran .....	26
III.2 Strategi Perancangan.....	28
III.2.1 Tujuan Komunikasi.....	28
III.2.2 Pendekatan Komunikasi.....	29
III.2.3 <i>Mandatory</i> .....	30
III.2.4 Materi Pesan.....	30
III.2.5 Gaya Bahasa.....	30
III.2.6 Strategi Kreatif.....	31
III.2.7 Strategi Media .....	31
III.2.8 Strategi Distribusi dan Waktu Penyebaran Media .....	34
III.3 Konsep Visual .....	36
III.3.1 Format Media.....	36
III.3.2 Tata Letak ( <i>Layout</i> ).....	38
III.3.3 Tipografi.....	42
III.3.4 Ilustrasi.....	43
III.3.5 Warna .....	44
BAB IV. MEDIA DAN TEKNIS PRODUKSI .....	46
IV.1 Teknis Produksi .....	46
IV.2 Media Utama.....	47
IV.3 Teknis Media Pendukung .....	56

IV.4 Hasil Akhir Media Pendukung.....	56
BAB V.KESIMPULAN DAN SARAN.....	60
V.1 Kesimpulan .....	60
V.2 Saran.....	60
DAFTAR PUSTAKA .....	61
LAMPIRAN.....	64
SURAT KETERANGAN PERSETUJUAN PUBLIKASI.....	71
KONTAK PENULIS DAN KONTRIBUTOR .....	72
RIWAYAT PERANCANG .....	73

## DAFTAR GAMBAR

Gambar I.1 Buku <i>Armoured Fighting Vehicles</i> .....	2
Gambar II.1 Mark 1 .....	4
Gambar II.2 T34 <i>Engine</i> .....	5
Gambar II.3 T64 <i>Turret Armor</i> .....	6
Gambar II.4 M60 <i>Training Turret</i> .....	6
Gambar II.5 Tank Stuart .....	8
Gambar II.6 Foro Lynx <i>Scout Car</i> .....	8
Gambar II.7 Panser Rel .....	9
Gambar II.8 <i>Triangle Basic</i> .....	9
Gambar II.9 <i>Light Tank</i> .....	10
Gambar II.10 <i>Heavy Tank</i> .....	10
Gambar II.11 <i>Medium Tank</i> .....	11
Gambar II.12 <i>Tank Destroyer Classic</i> .....	11
Gambar II.13 <i>Tank Destroyer Modern</i> .....	12
Gambar II.14 Centurion MBT .....	12
Gambar II.15 Pertanyaan 1 .....	18
Gambar II.16 Pertanyaan 2 .....	18
Gambar II.17 Pertanyaan 3 .....	19
Gambar II.18 Pertanyaan 4 .....	29
Gambar II.19 Pertanyaan 5 .....	20
Gambar II.20 Pertanyaan 6 .....	20

Gambar II.21 Pertanyaan 7 .....	21
Gambar II.22 Pertanyaan 8 .....	21
Gambar II.23 Pertanyaan 9 .....	22
Gambar II.24 Pertanyaan 10 .....	22
Gambar II.25 Pertanyaan 11 .....	23
Gambar III.1 Tank Abrams .....	29
Gambar III.2 Logo NATO .....	29
Gambar III.3 Logo Pindad .....	30
Gambar III.4 Format Buklet.....	36
Gambar III.5 Format <i>Banner</i> .....	36
Gambar III.6 Format Konten Instagram.....	37
Gambar III.7 Format Kalender Duduk.....	37
Gambar III.8 Logo Blender.....	37
Gambar III.9 Format Gantungan Kunci.....	37
Gambar III.10 Format Paket Stiker.....	38
Gambar III.11 Format Poster .....	38
Gambar III.12 Sampul Depan .....	39
Gambar III.13 Tata Letak Daftar Isi .....	39
Gambar III.14 Halaman .....	40
Gambar III .15 <i>Layout X Banner</i> .....	40
Gambar III.16 <i>Layout Poster Bonus</i> .....	41
Gambar III.17 <i>Layout Poster Promosi</i> .....	41
Gambar III.18 <i>Layout Stiker</i> .....	41

Gambar III.19 <i>Layout</i> Gantungan Kunci .....	42
Gambar III.20 <i>Layout</i> Kalender .....	42
Gambar III.21 <i>Font</i> Stencil .....	43
Gambar III.22 <i>Font</i> Segoe UI Historic .....	43
Gambar III.23 Gambar Sektsa 2s25 .....	44
Gambar III.24 Warna Tone Buklet .....	44
Gambar IV.1 Sketsa 2s25 .....	46
Gambar IV.2 3D T64 .....	46
Gambar IV.3 Mewarnai Tiger .....	46
Gambar IV.4 2s25 6 Sisi .....	47
Gambar IV.5 Proses AI Isi Buku .....	47
Gambar IV.6 <i>Layout</i> Cover .....	48
Gambar IV.7 Sampul Depan .....	48
Gambar IV.8 <i>Prolouge</i> .....	48
Gambar IV.9 Daftar Isi .....	48
Gambar IV.10 <i>Medium Tank</i> .....	49
Gambar IV.11 <i>Heavy Tank</i> .....	49
Gambar IV.12 <i>Tank Destroyer</i> .....	50
Gambar IV.13 <i>Light Tank</i> .....	50
Gambar IV.14 <i>Modern Tank Destroyer</i> .....	51
Gambar IV.15 <i>Self-Propelled Artillery</i> .....	51
Gambar IV.16 <i>Main Battle Tank</i> .....	52
Gambar IV.17 Daftar Pustaka Buklet .....	52

Gambar IV.18 <i>Back Cover</i> .....	52
Gambar IV.19 Poster Promo Adobe .....	53
Gambar IV.20 Poster Bonus Adobe .....	53
Gambar IV.21 <i>X-Banner</i> Adobe .....	54
Gambar IV.22 Gantungan Kunci Adobe.....	54
Gambar IV.23 Stiker Adobe .....	54
Gambar IV.24 Kalender Duduk Canva.....	55
Gambar IV.25 <i>Mockup</i> IG.....	55
Gambar IV.26 Poster Promo .....	60
Gambar IV.27 Poster Bonus .....	60
Gambar IV.28 <i>X-Banner</i> .....	57
Gambar IV.29 Gantungan Kunci .....	57
Gambar IV.30 Stiker .....	58
Gambar IV.31 Kalender Duduk .....	58
Gambar IV.32 Aset 3D .....	59
Gambar IV.33 Konten Instagram.....	59

## DAFTAR TABEL

Tabel II.1 MBT Leopard2A, T72/64.....	15
Tabel II.2 Light Tank FV101 Scorpio, BMP3, Kaplan/Harimau .....	16
Tabel II.3 M106, 2S6 .....	16
Tabel II.4 Kesimpulan Studi Literatur .....	17
Tabel III.1 <i>Consumer Journey</i> .....	27
Tabel III.2 Isi Halaman 1-13 .....	32
Tabel III.3 Isi Halaman 14-29.....	33
Tabel III.4 Waktu Distribusi Media .....	34
Tabel III.5 Penyebaran Media dan Cara Distribusi.....	35

## **DAFTAR LAMPIRAN**

Lampiran A. 14 3d Tank .....	63
Lampiran B. Dokumentasi Observasi .....	66
Lampiran C. Buku.....	67
Lampiran D. Sketsa.....	68
Lampiran E. Hasil Turnitin .....	70