DAFTAR ISI

ABSTRAK ..... **iv**

ABSTRACT ..... **v**

KATA PENGANTAR ..... **vi**

DAFTAR ISI ..... **x**

DAFTAR GAMBAR ..... **xiv**

DAFTAR TABEL ..... **xv**

DAFTAR LAMPIRAN ..... **xvi**

BAB I PENDAHULUAN

I.1 Latar Belakang Masalah 1

I.2 Identifikasi Masalah 2

I.3 Maksud dan Tujuan Penelitian 2

I.4 Batasan Masalah 2

I.5 Tujuan & Manfaat Perancangan 3

BAB II PROFIL BAND PURE SATURDAY

II.1 Profil 4

II.2 Pure Saturday 4

II.3 Analisa 18

II.4 Resume 22

II.4 Solusi Perancangan 22

BAB III STRATEGI PERANCANGAN & KONSEP DESAIN

III.1 Khalayak Sasaran....23

III.2 Strategi Perancangan....26

III.2.1 Tujuan Komunikasi....26

III.2.2 Pendekatan Komunikasi....27

III.2.3 *Mandatory*....28

III.2.4 Materi Pesan....30

III.2.5 Gaya Bahasa....31

III.2.6 Strategi Kreatif....31

III.2.7 Strategi Media....43

III.2.8 Strategi Distribusi....48

III.3 Konsep Visual....50

III.3.1 Format Desain....50

III.3.2 Tata Letak....51

III.3.3 Tipografi....54

III.3.4 Ilustrasi....55

III.3.5 Warna....56

III.3.6 Audio....57

BAB IV MEDIA & TEKNIS PRODUKSI

IV.1 Media Utama....59

IV.2 Media Pendukung....65

DAFTAR PUSTAKA .....

LAMPIRAN-LAMPIRAN .....

DAFTAR RIWAYAT HIDUP .....

DAFTAR TABEL

Tabel III.1. *Consumer Journey* 10

Tabel III.2 Distribusi Media Promosi 48

DAFTAR GAMBAR

Gambar II.1 Foto Udhi, Ade, Iyo, Suar, Adhi dan Arief 5

Gambar II.2 Foto Gudang Coklat 6

Gambar II.3 Foto Pure Saturday mengikuti Festival *Uplugged* 8

Gambar II.4 Majalah HAI edisi TH.XX/No.2 9 Januari 1996 11

Gambar II.5 Album Pure Saturday 14

Gambar II.6 Kompilasi Indonesia Best Alternative.....15

Gambar II.7 Album Utopia.....15

Gambar II.8 Album Kompilasi Ticket to Ride 16

Gambar II.9 Album Elora 17

Gambar II.10 Album Time for a Change Time to Move On.....17

Gambar II.11 Album Grey.....18

Gambar III.1 Mandatory Pure Saturday 29

Gambar III.2 Mandatory Unkl347 29

Gambar III.3 Mandatory RSCH.....30

Gambar III.4 *Storyboard*.....42

Gambar III.5 Suasana kota Bandung 43

Gambar III.6 Gaya Berpakaian tahun 1990 43
Gambar III.7 Ukuran Resolusi Video 51
Gambar III.8 *Layout* Video 1 51
Gambar III.9 *layout* Video 2 52
Gambar III.10 *Layout backdrop* 52
Gambar III.11 *layout* stiker 53
Gambar III.12 *layout* x-banner 53
Gambar III.13 *layout* poster 54
Gambar III.14 Tipografi 55
Gambar III.15 Referensi Film - CBGB 55
Gambar III.16 *Color Scheme* media utama 56
Gambar III.17 *Color Scheme* media pendukung 56
Gambar IV.1 Kamera Canon 70D 59
Gambar IV.2 Lensa Canon 16-35mm f/2.8L III USM 60
Gambar IV.3 Zoom H4N Pro 60
Gambar IV.4 Laptop Asus A465UR 61
Gambar IV.5 Contoh *Long Shoot* 62
Gambar IV.6 Contoh *Knee Shoot* 63
Gambar IV.7 Contoh *Close Up* 63
Gambar IV.8 Proses Pemotongan Video 64
Gambar IV.9 Proses memasukan audio 64
Gambar IV.10 Proses memasukan *Subtitle* 65
Gambar IV.11 Media Pendukung *X-banner* 65

Gambar IV.12 Media Pendukung DVD 67

Gambar IV.13 Media Pendukung poster 68

Gambar IV.14 Media Pendukung Kaos.....69

Gambar IV.15 Media Pendukung *backdrop photobooth*.....70

Gambar IV.16 Media Pendukung stiker 71

Gambar IV.17 Media Pendukung Teaser 72

DAFTAR LAMPIRAN

Lampiran 1 Kusioner .....

Lampiran 2 Hasil Wawancara.....

Lampiran 3 Daftar Riwayat Hidup .....