

## DAFTAR ISI

|                                                 |     |
|-------------------------------------------------|-----|
| Cover.....                                      | i   |
| Lembar Pengesahan.....                          | ii  |
| Pernyataan Orisinalitas Laporan Penelitian..... | ii  |
| Kata Pengantar.....                             | iii |
| Daftar Isi.....                                 | v   |
| Daftar Gambar .....                             | ix  |

### **BAB 1    PENDAHULUAN**

|                                                |   |
|------------------------------------------------|---|
| 1.1    Latar Belakang.....                     | 1 |
| 1.2    Permasalahan dan Ruang Lingkup.....     | 5 |
| 1.3    Tujuan Perancangan.....                 | 6 |
| 1.4    Sumber dan Teknik Pengumpulan Data..... | 7 |
| 1.5    Skema Perancangan.....                  | 7 |

### **BAB 2    LANDASAN TEORI**

|                                                               |    |
|---------------------------------------------------------------|----|
| 2.1    Desain Komunikasi Visual.....                          | 9  |
| 2.2    Media .....                                            | 10 |
| 2.2.1    Media Periklanan.....                                | 10 |
| 2.3    STP ( <i>Segmentasi, Targeting, Positioning</i> )..... | 12 |
| 2.4    Kampanye.....                                          | 12 |
| 2.4.1    Jenis Kampanye.....                                  | 14 |
| 2.4.2 <i>Target Audience</i> Kampanye.....                    | 15 |

|       |                                                         |    |
|-------|---------------------------------------------------------|----|
| 2.4.3 | Metode dan Teknik Kampanye.....                         | 16 |
| 2.4.4 | Syarat Kampanye.....                                    | 17 |
| 2.4.5 | Tahapan Kampanye.....                                   | 18 |
| 2.5   | Teori Logo.....                                         | 19 |
| 2.6   | Teori Warna.....                                        | 20 |
| 2.7   | Metafisika Kuno Yin Yang.....                           | 24 |
| 2.8   | Herbal.....                                             | 25 |
| 2.8.1 | Pengertian Pengobatan Herbal.....                       | 25 |
| 2.8.2 | Kategori Herbal.....                                    | 26 |
| 2.8.3 | Pernyataan bahwa Herbal sudah Ketinggalan<br>Zaman..... | 26 |
| 2.8.4 | Hubungan Herbal dengan Kalangan Medis.....              | 27 |
|       | 2.8.4.1 Sejarah Penggunaan Obat.....                    | 27 |
|       | 2.8.4.2 Pengembangan Obat Baru.....                     | 28 |
| 2.8.5 | Khasiat Herbal VS Pengobatan<br>Konvensional.....       | 29 |
| 2.8.6 | Kelebihan Herbal.....                                   | 30 |
| 2.8.7 | Efek Samping Herbal.....                                | 32 |
| 2.8.8 | Kriteria dalam Mengonsumsi Herbal.....                  | 32 |
| 2.9   | Herbal yang Dikenal Masyarakat.....                     | 35 |
| 2.9.1 | Faktor Penting Mempersiapkan Bahan Herbal.....          | 36 |
| 2.9.2 | Faktor Penting dalam Membuat Ramuan Herbal.....         | 37 |
| 2.9.3 | Waktu Pemakaian Herbal.....                             | 37 |

|      |                    |    |
|------|--------------------|----|
| 2.10 | Sifat Wanita.....  | 38 |
| 2.11 | Remaja Wanita..... | 38 |

### **BAB 3 DATA DAN ANALISIS MASALAH**

|           |                                                             |    |
|-----------|-------------------------------------------------------------|----|
| 3.1       | Data dan Fakta.....                                         | 39 |
| 3.1.1     | Lembaga Pendukung Kampanye.....                             | 40 |
| 3.1.1.1   | Dinas Kesehatan Kota Bandung.....                           | 40 |
| 3.1.1.1.1 | Mustika Ratu.....                                           | 41 |
| 3.1.1.2.2 | INDOMOBIL Group.....                                        | 44 |
| 3.1.2     | Tinjauan Terhadap Proyek Sejenis.....                       | 45 |
| 3.1.3     | Hasil Wawancara.....                                        | 46 |
| 3.2       | Analisa Terhadap Permasalahan Berdasarkan Data dan Fakta... | 47 |
| 3.2.1     | Segmentasi.....                                             | 48 |
| 3.2.2     | Targeting.....                                              | 49 |
| 3.2.3     | Positioning.....                                            | 49 |
| 3.2.4     | SWOT.....                                                   | 50 |

### **BAB 4 PEMECAHAN MASALAH**

|       |                        |    |
|-------|------------------------|----|
| 4.1   | Konsep Komunikasi..... | 51 |
| 4.2   | Konsep Kreatif.....    | 53 |
| 4.3   | Konsep Media.....      | 59 |
| 4.4   | Hasil Karya.....       | 63 |
| 4.4.1 | Elemen Grafis.....     | 63 |

|                                                    |     |
|----------------------------------------------------|-----|
| 4.4.2 Bussines Suit.....                           | 64  |
| 4.4.2.1 Kertas Surat.....                          | 64  |
| 4.4.2.2 Kartu Nama.....                            | 65  |
| 4.4.2.3 Amplop.....                                | 65  |
| 4.4.2.4 Map.....                                   | 66  |
| 4.4.3 Poster.....                                  | 67  |
| 4.4.4 <i>X-Banner</i> .....                        | 71  |
| 4.4.5 Iklan Majalah.....                           | 72  |
| 4.4.6 Iklan Koran.....                             | 75  |
| 4.4.7 Poster <i>Event</i> .....                    | 78  |
| 4.4.8 <i>Website</i> .....                         | 79  |
| 4.4.9 Iklan <i>Slide Show</i> .....                | 80  |
| 4.4.10 Agenda.....                                 | 82  |
| 4.4.11 Maskot.....                                 | 93  |
| 4.4.12 <i>Stand</i> Kampanye.....                  | 94  |
| 4.4.13 Seragam Penjaga <i>Stand</i> .....          | 95  |
| 4.4.14 <i>Grafik Standart Manual ( GSM )</i> ..... | 96  |
| 4.4.15 Gimmick.....                                | 106 |
| 4.5 Biaya Kampanye.....                            | 110 |

## **BAB 5 PENUTUP**

|                     |     |
|---------------------|-----|
| 5.1 Kesimpulan..... | 112 |
| 5.2 Saran.....      | 112 |

|                     |     |
|---------------------|-----|
| Daftar Pustaka..... | 114 |
|---------------------|-----|

## DAFTAR GAMBAR

|             |                                           |    |
|-------------|-------------------------------------------|----|
| Gambar 1.1. | Skema Perancangan .....                   | 8  |
| Gambar 3.1. | Logo Departemen Kesehatan.....            | 40 |
| Gambar 3.2  | Pabrik PT Sido Muncul di Indonesia .....  | 41 |
| Gambar 3.3  | Logo INDOMOBIL Group.....                 | 44 |
| Gambar 4.1  | Logo Kampanye.....                        | 54 |
| Gambar 4.2  | Logo Kampanye BW.....                     | 54 |
| Gambar 4.3  | Logo Grid.....                            | 55 |
| Gambar 4.4  | Tabel <i>Timeline</i> .....               | 63 |
| Gambar 4.5  | Element Grafis.....                       | 63 |
| Gambar 4.6  | Kertas Surat.....                         | 64 |
| Gambar 4.7  | Kartu Nama.....                           | 65 |
| Gambar 4.8  | Amplop.....                               | 65 |
| Gambar 4.9  | Map.....                                  | 66 |
| Gambar 4.10 | Poster Sehat ( <i>Conditioning</i> )..... | 67 |
| Gambar 4.11 | Poster Segar ( <i>Informing</i> ).....    | 68 |
| Gambar 4.12 | Poster Cantik ( <i>Reminding</i> ).....   | 69 |
| Gambar 4.13 | <i>X-Banner</i> .....                     | 71 |
| Gambar 4.14 | Iklan Majalah Sehat.....                  | 72 |
| Gambar 4.15 | Iklan Majalah Segar.....                  | 73 |
| Gambar 4.16 | Iklan Majalah Cantik.....                 | 74 |

|             |                                         |    |
|-------------|-----------------------------------------|----|
| Gambar 4.17 | Iklan Koran Sehat.....                  | 75 |
| Gambar 4.18 | Iklan Koran Segar.....                  | 76 |
| Gambar 4.19 | Iklan Koran Cantik.....                 | 77 |
| Gambar 4.20 | Poster <i>Event</i> .....               | 78 |
| Gambar 4.21 | Desain <i>Website</i> .....             | 79 |
| Gambar 4.22 | Desain Iklan <i>Slide Show</i> .....    | 81 |
| Gambar 4.23 | <i>Cover</i> dan <i>Backcover</i> ..... | 82 |
| Gambar 4.24 | Agenda 1 .....                          | 83 |
| Gambar 4.25 | Agenda 2.....                           | 83 |
| Gambar 4.26 | Agenda 3.....                           | 84 |
| Gambar 4.27 | Agenda 4.....                           | 84 |
| Gambar 4.28 | Agenda 5.....                           | 85 |
| Gambar 4.29 | Agenda 6.....                           | 85 |
| Gambar 4.30 | Agenda 7.....                           | 86 |
| Gambar 4.31 | Agenda 8.....                           | 86 |
| Gambar 4.32 | Agenda 9.....                           | 87 |
| Gambar 4.33 | Agenda 10.....                          | 87 |
| Gambar 4.34 | Agenda 11.....                          | 88 |
| Gambar 4.35 | Agenda 12.....                          | 88 |
| Gambar 4.36 | Agenda 13.....                          | 89 |
| Gambar 4.37 | Agenda 14.....                          | 89 |
| Gambar 4.38 | Agenda 15.....                          | 90 |
| Gambar 4.39 | Agenda 16.....                          | 90 |

|             |                                               |     |
|-------------|-----------------------------------------------|-----|
| Gambar 4.40 | Agenda 17.....                                | 91  |
| Gambar 4.41 | Agenda 18.....                                | 91  |
| Gambar 4.42 | Agenda 19.....                                | 92  |
| Gambar 4.43 | Agenda 20.....                                | 92  |
| Gambar 4.44 | Agenda 21.....                                | 93  |
| Gambar 4.45 | Maskot.....                                   | 94  |
| Gambar 4.46 | <i>Stand</i> Kampanye.....                    | 95  |
| Gambar 4.47 | Seragam Penjaga Kampanye.....                 | 95  |
| Gambar 4.48 | Grafik Standart Manual Cover & Backcover..... | 96  |
| Gambar 4.49 | Grafik Standart Manual.....                   | 96  |
| Gambar 4.50 | Grafik Standart Manual 1 .....                | 97  |
| Gambar 4.51 | Grafik Standart Manual 2.....                 | 97  |
| Gambar 4.52 | Grafik Standart Manual 3.....                 | 98  |
| Gambar 4.53 | Grafik Standart Manual 4.....                 | 98  |
| Gambar 4.54 | Grafik Standart Manual 5.....                 | 99  |
| Gambar 4.55 | Grafik Standart Manual 6.....                 | 99  |
| Gambar 4.56 | Grafik Standart Manual 7.....                 | 100 |
| Gambar 4.57 | Grafik Standart Manual 8.....                 | 100 |
| Gambar 4.58 | Grafik Standart Manual 9.....                 | 101 |
| Gambar 4.59 | Grafik Standart Manual 10.....                | 101 |
| Gambar 4.60 | Grafik Standart Manual 11.....                | 102 |
| Gambar 4.61 | Grafik Standart Manual 12.....                | 102 |
| Gambar 4.62 | Grafik Standart Manual 13.....                | 103 |

|             |                                         |     |
|-------------|-----------------------------------------|-----|
| Gambar 4.63 | Grafik Standart Manual 14.....          | 103 |
| Gambar 4.64 | Grafik Standart Manual 15.....          | 104 |
| Gambar 4.65 | Grafik Standart Manual 16.....          | 104 |
| Gambar 4.66 | Grafik Standart Manual 17.....          | 105 |
| Gambar 4.67 | Grafik Standart Manual 18.....          | 105 |
| Gambar 4.68 | Grafik Standart Manual 19.....          | 106 |
| Gambar 4.69 | <i>Cover &amp; Backcover Memo</i> ..... | 107 |
| Gambar 4.70 | <i>Flier Memo</i> .....                 | 107 |
| Gambar 4.71 | Memo 1.....                             | 107 |
| Gambar 4.72 | Memo 2.....                             | 108 |
| Gambar 4.73 | Memo 3.....                             | 108 |
| Gambar 4.74 | Memo 4.....                             | 108 |
| Gambar 4.75 | <i>Gimmick</i> .....                    | 110 |