

ABSTRAK

Setiap orang khususnya anak muda pasti selalu ingin tampil *special*, berbeda dari yang lain. Tak jarang anak-anak muda jaman sekarang rela mengeluarkan biaya yang cukup besar untuk membeli barang yang unik dan mencerminkan identitas dirinya. Sepatu merupakan salah satu faktor penting dalam dunia *fashion*. Kini sepatu kanvas lukis (*canvas shoes*) pun menjadi *trend* dikalangan anak muda. Sepatu yang baik selain bentuk, warna namun harus nyaman saat dikenakan. Saat ini sepatu bagi kalangan remaja tak hanya berfungsi sebagai alas kaki tapi juga menjadi identitas diri. Remaja identik dengan dinamis, energik dan *fashionable*, tak heran bila sepatu kanvas lukis jadi *trend* remaja gaul saat ini.

Namun sangat disayangkan kebanyakan para anak muda yang belum mengenal sepatu kanvas lukis dan keistimewaannya. Serta peluang yang besar dari sepatu kanvas lukis ini dibandingkan dengan sepatu lainnya. Sekarang ini masih banyak anak muda yang pengangguran dan tidak memanfaatkan kreativitas yang mereka miliki untuk menyalurkannya lewat sesuatu yang lebih bermanfaat. Diharapkan dengan adanya kampanye tersebut, anak muda lebih memanfaatkan kreativitas yang dapat mereka tuangkan lewat sepatu kanvas.

ABSTRACT

Every people particularly teenager want to be special, different from the others. Quite often young people today are willing to spend a considerable cost to purchase unique items and reflects her identity. Footwear is one important factor in the fashion world. Now the painted canvas shoes (canvas shoes) was a trend among young people. Good shoes but the shape, colour but must be comfortable when worn. Currently shoes for teenagers not only serves as footwear, but also become self-identity. Teen identical to the dynamic, energetic and fashionable, do not be surprised if the painted canvas shoes so the current trend of teen slang.

Unfortunately many young people who are not familiar with painted canvas shoes and privileges. As well as great opportunities of this painted canvas shoes compared to other shoes. Now this is still a lot of young people unemployed and do not take advantage of the creativity that they have to channel it through something more useful. Expected by the campaign, young people can take better advantage of the creativity that they pour through the canvas shoes.

DAFTAR ISI

Halaman Judul.....	i
Lembar Pengesahan.....	ii
Pernyataan Orisinalitas Karya.....	iii
Pernyataan Publikasi Laporan.....	iv
Kata Pengantar.....	v
Abstrak.....	vii
Daftar Isi.....	ix
Daftar Tabel.....	xii
Daftar Gambar.....	xiii
BAB 1 <u>PENDAHULUAN</u>	Error! Bookmark not defined.
1.1 Latar Belakang.....	Error! Bookmark not defined.
1.2 Permasalahan dan Ruang Lingkup	Error! Bookmark not defined.
1.3 Tujuan Perancangan	Error! Bookmark not defined.
1.4 Sumber dan Teknik Pengumpulan Data	Error! Bookmark not defined.
1.5 Skema Perancangan.....	Error! Bookmark not defined.
BAB 2 <u>LANDASAN TEORI</u>	Error! Bookmark not defined.
2.1 Teori Kampanye	Error! Bookmark not defined.
2.1.1 Fungsi Kampanye	Error! Bookmark not defined.
2.1.2 Jenis-jenis Kampanye	Error! Bookmark not defined.
2.1.3 Syarat Kampanye.....	Error! Bookmark not defined.
2.1.4 Tahapan Kampanye	Error! Bookmark not defined.
2.2 Komunikasi.....	Error! Bookmark not defined.
2.2.1 Pengertian Komunikasi.....	Error! Bookmark not defined.
2.2.2 Proses Komunikasi	Error! Bookmark not defined.
2.2.3 Definisi Komunikasi Massa.....	Error! Bookmark not defined.
2.2.4 Syarat Komunikasi yang Baik	Error! Bookmark not defined.
2.3 Sepatu	Error! Bookmark not defined.
2.4 Kanvas	Error! Bookmark not defined.
2.5 Sejarah Sepatu Kanvas Lukis	Error! Bookmark not defined.
2.6 Teknik Melukis Sepatu Kanvas.....	20
2.6.1 <i>Full Body Shoes</i>	20
2.6.2 <i>Half Body Shoes</i>	20
2.7 Keistimewaan Sepatu Kanvas Lukis	20
2.8 Kreativitas Anak Muda.....	Error! Bookmark not defined.
2.8.1 Pengertian Kreativitas.....	Error! Bookmark not defined.
2.8.2 Dorongan Kreativitas.....	Error! Bookmark not defined.
2.9 Pengangguran	Error! Bookmark not defined.
2.10 Media.....	Error! Bookmark not defined.
2.10.1 Media Periklanan	Error! Bookmark not defined.

2.11 Teori Logo	Error! Bookmark not defined.
BAB 3 DATA DAN ANALISA MASALAH	Error! Bookmark not defined.
3.1 Data dan Fakta	Error! Bookmark not defined.
3.1.1 Sepatu Lukis Collection of “ Sarung Jempol Community”	Error! Bookmark not defined.
Bookmark not defined.	
3.1.2 Dinas Tenaga Kerja	30
3.2 Sepatu	Error! Bookmark not defined.
3.2.1 Pengertian Sepatu	Error! Bookmark not defined.
3.2.2 Pengertian Sepatu Lukis	Error! Bookmark not defined.
3.3 Alat-Alat Sepatu Kanvas Lukis	Error! Bookmark not defined.
3.4 Macam-Macam Cat Untuk Sepatu Kanvas Lukis	Error! Bookmark not defined.
defined.	
3.4.1 Cat Akrilik	Error! Bookmark not defined.
3.4.2 Cat Sablon.....	Error! Bookmark not defined.
3.5 Hasil Wawancara.....	Error! Bookmark not defined.
3.5.1 Wawancara dilakukan kepada salah satu owner yang memproduksi sepatu kanvas lukis di Bandung :	Error! Bookmark not defined.
3.5.2 Wawancara dilakukan kepada dosen Universitas Kristen Maranatha :	40
3.6 Hasil Kuesioner	40
3.7 Tinjauan Terhadap Proyek Sejenis	Error! Bookmark not defined.
3.7.1 Kampanye Seni Mural Sebagai Aspirasi Rakyat	Error! Bookmark not defined.
defined.	
3.8 Analisa Permasalahan.....	Error! Bookmark not defined.
3.9 Strategi Komunikasi	Error! Bookmark not defined.
3.9.1 STP.....	Error! Bookmark not defined.
3.9.2 SWOT	51
BAB 4 PEMECAHAN MASALAH	Error! Bookmark not defined.
4.1 Strategi Komunikasi	Error! Bookmark not defined.
4.2 Strategi Kreatif	Error! Bookmark not defined.
4.2.1 Konsep Verbal.....	Error! Bookmark not defined.
4.2.2 Konsep Visual	Error! Bookmark not defined.
4.2.2.2 Warna.....	Error! Bookmark not defined.
4.2.2.3 Tipografi	Error! Bookmark not defined.
4.3 Konsep Media.....	Error! Bookmark not defined.
4.3.1 Poster	Error! Bookmark not defined.
4.3.2 <i>Event</i>	Error! Bookmark not defined.
4.3.4 <i>Booklet</i>	61
4.3.6 Web Banner	Error! Bookmark not defined.
4.3.7 Gimmick	Error! Bookmark not defined.
4.4 Timeline.....	71
4.5 Budgeting	Error! Bookmark not defined.

BAB 5 KESIMPULAN DAN SARAN.....	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran.....	Error! Bookmark not defined.
5.3 Kata Penutup	Error! Bookmark not defined.
DAFTAR PUSTAKA.....	75

DAFTAR TABEL

Tabel III.1 Hasil Survey 1	42
Tabel III.2 Hasil Survey 3	43
Tabel III.3 Hasil Survey 4	44
Tabel III.4 Hasil Survey 6	45
Tabel III.5 Hasil Survey 7	45
Tabel III.6 Hasil Survey 8	46
Tabel III.7 Hasil Survey 9	47
Tabel IV.1 Tahapan Media	71
Tabel IV.2 <i>Budgeting</i>	72

DAFTAR GAMBAR

Gambar 2.1 Proses Komunikasi.....	13
Gambar 2.2 <i>Open Toe Shoes</i>	16
Gambar 2.3 <i>Pump Shoes</i>	16
Gambar 2.4 <i>Sling Back Shoes</i>	17
Gambar 2.5 <i>Wedges Heels</i>	17
Gambar 2.6 <i>Kitten Heels</i>	18
Gambar 2.7 <i>Stiletto</i>	18
Gambar 2.8 <i>Selop</i>	19
Gambar 2.9 <i>Boots</i>	19
Gambar 2.10 <i>Sport</i>	20
Gambar 2.11 <i>Sneakers</i>	20
Gambar 3.1 Logo Sarung Jempol Community.....	27
Gambar 3.2 Desain Sepatu <i>Flat</i>	29
Gambar 3.2 Desain Sepatu <i>Flat Tali</i>	30
Gambar 3.2 Desain Sepatu <i>Slip On</i>	30
Gambar 3.5 Logo Dinas Tenaga Kerja.....	31
Gambar 3.6 Cat Akrilik Reeves <i>Colour Set</i>	36
Gambar 3.7 Cat Akrilik Reeves <i>Colour Tube</i>	37
Gambar 3.8 Cat Akrilik Divina.....	37
Gambar 3.10 Kampanye Seni Mural Pada Dinding.....	48
Gambar 3.11 Kampanye <i>Event</i> Seni Mural.....	49
Gambar 3.12 Kampanye Event Lomba Mural.....	49
Gambar 4.1 Logo Kampanye Warna.....	56
Gambar 4.2 Logo Kampanye BW.....	56
Gambar 4.3 Warna.....	56
Gambar 4.4 Poster <i>Conditioning</i>	58
Gambar 4.5 Poster <i>Event I Workshop</i>	60
Gambar 4.6 Poster <i>Event</i> Lomba Corat-Coret.....	61
Gambar 4.7 Booklet hal 1.....	62

Gambar 4.8 Booklet hal 2.....	62
Gambar 4.9 Booklet hal 3.....	63
Gambar 4.10 Booklet hal 4.....	63
Gambar 4.11 Booklet hal 5.....	64
Gambar 4.12 Booklet hal 6.....	64
Gambar 4.13 Booklet hal 7.....	65
Gambar 4.14 Booklet hal 8.....	65
Gambar 4.15 Booklet hal 9.....	66
Gambar 4.16 Booklet hal 10.....	66
Gambar 4.17 <i>Name Tag</i> Panitia.....	67
Gambar 4.18 <i>Name Tag</i> Peserta	68
Gambar 4.19 <i>Web Banner</i> Yahoo.....	69
Gambar 4.20 Tampilan <i>Web Banner</i> Yahoo.....	69
Gambar 4.21 Tampilan <i>Web Banner</i> Kaskus.....	69
Gambar 4.22 Jejaring <i>Sosial Facebook</i>	70
Gambar 4.23 Tampilan Jejaring <i>Sosial Facebook</i>	70
Gambar 4.24 Gantungan Kunci.....	71
Gambar 4.25 Pin Sepatu.....	71
Gambar 4.26 Kaos Kaki.....	71