

DAFTAR ISI

LEMBAR PENGESAHAN	Error! Bookmark not defined.
PERNYATAAN	Error! Bookmark not defined.
LEMBAR PERSEMBAHAN	Error! Bookmark not defined.
Dipersembahkan untuk.....	Error! Bookmark not defined.
Ibu dan bapak tercinta	Error! Bookmark not defined.
Kata Pengantar	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI	1
DAFTAR GAMBAR	Error! Bookmark not defined.
DAFTAR TABEL.....	Error! Bookmark not defined.
BAB 1	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar Belakang Masalah.....	Error! Bookmark not defined.
1.2 Permasalahan	Error! Bookmark not defined.
1.2.1 Identifikasi Masalah.....	Error! Bookmark not defined.
1.2.2 Rumusan Masalah	Error! Bookmark not defined.
1.3 Ruang Lingkup.....	Error! Bookmark not defined.
1.4 Tujuan Perancangan	Error! Bookmark not defined.
1.5 Manfaat Penelitian	Error! Bookmark not defined.
1.5.1 Bagi Penulis	Error! Bookmark not defined.
1.5.2 Bagi Masyarakat	Error! Bookmark not defined.
1.5.3 Bagi Akademis	Error! Bookmark not defined.
1.6 Metode Penelitian	Error! Bookmark not defined.
1.6.1 Metode yang Digunakan	Error! Bookmark not defined.
1.6.2 Metode Pengumpulan Data	Error! Bookmark not defined.

1.6.3	Metode Analisis Data	Error! Bookmark not defined.
1.7	Kerangka Perancangan.....	Error! Bookmark not defined.
1.8	Sistematika Penulisan	Error! Bookmark not defined.
BAB II.....		Error! Bookmark not defined.
DASAR PEMIKIRAN		Error! Bookmark not defined.
2.1	Kampanye	Error! Bookmark not defined.
2.1.1	Pengertian Kampanye	Error! Bookmark not defined.
2.1.2	Tujuan Kampanye	Error! Bookmark not defined.
2.1.3	Jenis- jenis Kampanye.....	Error! Bookmark not defined.
2.1.4	Model Kampanye	Error! Bookmark not defined.
2.1.5	Kampanye Sosial.....	Error! Bookmark not defined.
2.1.6	Persuasi dan Retorika dalam Kampanye.....	Error! Bookmark not defined.
2.1.7	Pesan pada Kampanye.....	Error! Bookmark not defined.
2.2	Komunikasi dalam Kampanye	Error! Bookmark not defined.
2.2.1	Pengertian Komunikasi	Error! Bookmark not defined.
2.2.2	Proses Komunikasi dalam Kampanye.....	Error! Bookmark not defined.
2.2.3	Tujuan Komunikasi dalam Kampanye	Error! Bookmark not defined.
2.2.4	Strategi Komunikasi dalam Kampanye.....	Error! Bookmark not defined.
2.3	Desain Komunikasi Visual	Error! Bookmark not defined.
2.3.1	<i>Layout</i>	Error! Bookmark not defined.
2.3.2	Logo	Error! Bookmark not defined.
2.3.3	Warna	Error! Bookmark not defined.
2.3.4	Tipografi.....	Error! Bookmark not defined.
2.3.5	Copywriting	Error! Bookmark not defined.
2.3.6	Estetika dalam Desain	Error! Bookmark not defined.
2.4	Perancangan Media dan Strategi dalam Kampanye....	Error! Bookmark not defined.
2.4.1	Pengertian Media	Error! Bookmark not defined.
2.4.2	Media Kampanye	Error! Bookmark not defined.
2.4.3	Perancangan Strategi Kreatif.....	Error! Bookmark not defined.

2.4.4	Event	Error! Bookmark not defined.
2.5	Perkembangan Media Teknologi Komunikasi	Error! Bookmark not defined.
2.5.1	Teknologi Komunikasi	Error! Bookmark not defined.
2.5.2	Pengertian dan Jenis <i>Gadget</i>	Error! Bookmark not defined.
2.5.3	Macam-Macam <i>Gadget Mobile Devices</i>	Error! Bookmark not defined.
2.5.4	Dampak <i>Gadget</i>	Error! Bookmark not defined.
2.6	Komunikasi dan Interaksi dalam Keluarga ..	Error! Bookmark not defined.
2.6.1	Pengertian Komunikasi dan Interaksi dalam Keluarga	Error! Bookmark not defined.
BAB III		Error! Bookmark not defined.
DATA DAN ANALISIS MASALAH		Error! Bookmark not defined.
3.1	Data Pemberi Proyek	Error! Bookmark not defined.
3.1.1	Data Dinas Komunikasi dan Informatika Kota Bandung .	Error! Bookmark not defined.
3.1.2	Data Yayasan Kita dan Buah Hati	Error! Bookmark not defined.
3.2	Data Pengguna <i>Gadget</i>	Error! Bookmark not defined.
3.3	Data Khalayak Sasaran	Error! Bookmark not defined.
3.4	Data Kampanye Sejenis	Error! Bookmark not defined.
3.4.1	<i>Better Together with Oreo</i>	Error! Bookmark not defined.
3.4.2	Gerakan 1821 oleh Abah Ihsan	Error! Bookmark not defined.
3.4.3	<i>The Unplugged Family Day</i>	Error! Bookmark not defined.
3.5	Data Empirik	Error! Bookmark not defined.
3.5.1	Data Hasil Observasi	Error! Bookmark not defined.
3.5.2	Data Kuesioner	Error! Bookmark not defined.
3.5.3	Data Wawancara	Error! Bookmark not defined.
3.6	Analisis Data	Error! Bookmark not defined.
3.6.1	Analisis Data Target <i>Audience</i>	Error! Bookmark not defined.
3.6.2	Analisis Data Kampanye Sejenis	Error! Bookmark not defined.
3.6.3	Hasil Analisis	Error! Bookmark not defined.

3.7	Pesan Kampanye	Error! Bookmark not defined.
BAB IV		Error! Bookmark not defined.
KONSEP DAN HASIL PERANCANGAN.....		Error! Bookmark not defined.
4.1	Konsep Perancangan	Error! Bookmark not defined.
4.1.1	Tujuan Komunikasi	Error! Bookmark not defined.
4.1.2	Strategi Komunikasi Kampanye	Error! Bookmark not defined.
4.1.3	Pesan Kampanye	Error! Bookmark not defined.
4.1.4	Strategi Kreatif	Error! Bookmark not defined.
4.1.5	Strategi Media	Error! Bookmark not defined.
4.1.6	Strategi Visual	Error! Bookmark not defined.
4.2	Hasil Perancangan.....	Error! Bookmark not defined.
4.2.1	Logo Kampanye	Error! Bookmark not defined.
4.2.2	<i>Event</i>	Error! Bookmark not defined.
4.2.3	Poster <i>Event</i>	Error! Bookmark not defined.
4.2.4	Poster Teaser	Error! Bookmark not defined.
4.2.5	Flyer	Error! Bookmark not defined.
4.2.6	Print Ads.....	Error! Bookmark not defined.
4.2.7	X-Banner	Error! Bookmark not defined.
4.2.8	Video	Error! Bookmark not defined.
4.2.9	Ambient Media.....	Error! Bookmark not defined.
4.2.10	Coffee cup paper	Error! Bookmark not defined.
4.2.11	Merchandise	Error! Bookmark not defined.
4.2.12	Fb Ads dan Media Sosial	Error! Bookmark not defined.
BAB V.....		Error! Bookmark not defined.
PENUTUP		Error! Bookmark not defined.
5.1	Kesimpulan	Error! Bookmark not defined.
5.2	Saran.....	Error! Bookmark not defined.

