

## DAFTAR ISI

|   |     |
|---|-----|
| ABSTRAK.....                            | iv  |
| <i>ABSTRACT</i> .....                   | v   |
| KATA PENGANTAR .....                    | vi  |
| DAFTAR ISI.....                         | vii |
| DAFTAR GAMBAR .....                     | x   |
| DAFTAR TABEL.....                       | xii |
| BAB 1 .....                             | 1   |
| 1.1 Latar Belakang Masalah.....         | 1   |
| 1.2 Identifikasi Masalah.....           | 3   |
| 1.3 Rumusan Masalah .....               | 3   |
| 1.4 Ruang Lingkup.....                  | 4   |
| 1.5 Tujuan Penelitian.....              | 5   |
| 1.6 Pengumpulan Data dan Analisis ..... | 5   |
| 1.6.1 Pengumpulan Data.....             | 5   |
| 1.6.1 Analisis Data.....                | 6   |
| 1.7 Kerangka Penelitian .....           | 8   |
| 1.8 Pembabakan .....                    | 9   |
| BAB II.....                             | 10  |
| 2.1 Merek .....                         | 10  |
| 2.2 Permerekan.....                     | 11  |
| 2.3 Nama Merek.....                     | 11  |
| 2.4 Logo .....                          | 12  |
| 2.5 Tagline.....                        | 13  |
| 2.6 <i>Packaging</i> .....              | 13  |
| 2.7 Ilustrasi.....                      | 14  |
| 2.8 Warna .....                         | 14  |
| 2.9 <i>Layout</i> .....                 | 15  |
| 2.10 Tipografi.....                     | 16  |

|               |                                   |    |
|---------------|-----------------------------------|----|
| 2.11          | Promosi.....                      | 17 |
| 2.12          | Analisis SWOT .....               | 17 |
| 2.13          | Kerangka Teori.....               | 19 |
| 2.14          | Asumsi.....                       | 20 |
| BAB III ..... |                                   | 21 |
| 3.1           | Data .....                        | 21 |
| 3.1.1         | Profil UMKM.....                  | 21 |
| 3.1.2         | Data Produk .....                 | 22 |
| 3.1.3         | Data Khalayak Sasaran .....       | 22 |
| 3.1.4         | Data Wawancara Narasumber.....    | 23 |
| 3.1.5         | Data Pesaing.....                 | 25 |
| 3.2           | Analisis.....                     | 28 |
| 3.2.1         | Analisis Data Kuisisioner .....   | 28 |
| 3.2.2         | Analisis Produk.....              | 33 |
| 3.2.3         | Metode Matriks Perbandingan ..... | 34 |
| 3.2.4         | Metode Analisis SWOT .....        | 36 |
| 3.2.5         | Hasil Analisis SWOT.....          | 38 |
| BAB IV .....  |                                   | 39 |
| 4.1           | Konsep.....                       | 39 |
| 4.1.1         | Konsep Pesan .....                | 39 |
| 4.1.2         | Konsep Kreatif .....              | 39 |
| 4.1.3         | Konsep Visual.....                | 40 |
| 4.1.4         | Konsep Media .....                | 43 |
| 4.1.5         | Konsep Bisnis .....               | 44 |
| 4.2           | Hasil Perancangan .....           | 45 |
| 1.            | Logo .....                        | 45 |
| 2.            | <i>Business Card</i> .....        | 49 |
| 3.            | Media Sosial.....                 | 49 |
| 4.            | Poster Digital.....               | 50 |
| 5.            | Stiker .....                      | 50 |
| 6.            | <i>Thank You Card</i> .....       | 51 |
| BAB V .....   |                                   | 52 |

|                     |                 |    |
|---------------------|-----------------|----|
| 5.1                 | Kesimpulan..... | 52 |
| 5.2                 | Saran.....      | 52 |
| DAFTAR PUSTAKA..... |                 | 53 |