

## DAFTAR ISI

<b>KATA PENGANTAR</b> .....	<b>i</b>
<b>ABSTRAK</b> .....	<b>iii</b>
<b>ABSTRACT</b> .....	<b>iv</b>
<b>DAFTAR ISI</b> .....	<b>v</b>
<b>DAFTAR GAMBAR</b> .....	<b>ix</b>
<b>DAFTAR BAGAN</b> .....	<b>x</b>
<b>DAFTAR TABEL</b> .....	<b>xi</b>
<b>DAFTAR LAMPIRAN</b> .....	<b>xii</b>
<b>BAB I PENDAHULUAN</b> .....	<b>1</b>
<b>1.2 Permasalahan</b> .....	<b>3</b>
1.2.1 Identifikasi Masalah .....	3
1.2.2 Rumusan Masalah .....	3
<b>1.3 Ruang Lingkup</b> .....	<b>3</b>
<b>1.4 Tujuan Penelitian</b> .....	<b>3</b>
<b>1.5 Manfaat Penelitian</b> .....	<b>4</b>
1.5.1 Bagi Akademik.....	4
1.5.2 Bagi Penulis .....	4
1.5.3 Bagi Perusahaan .....	4
<b>1.6 Metode Penelitian</b> .....	<b>4</b>
1.6.1 Metode Pengumpulan Data .....	4
1.6.2 Metode Analisis .....	6
<b>1.7 Kerangka Penelitian</b> .....	<b>6</b>
<b>1.8 Pembabakan</b> .....	<b>8</b>
<b>BAB II LANDASAN TEORI</b> .....	<b>9</b>
<b>2.1 Teori</b> .....	<b>9</b>
2.1.1 Promosi .....	9

2.1.2 Advertising (Periklanan).....	9
2.1.3 SWOT ( <i>Strenghts, Weakness, Opportunities, Threats</i> ) .....	9
2.1.4 AOI ( <i>Activity, Opinion, Interest</i> ) .....	10
2.1.5 AISAS ( <i>Attention, Interest, Search, Action, Share</i> ).....	11
2.1.6 Media Iklan .....	12
2.1.7 Media Sosial.....	12
2.1.8 <i>Brand Awareness</i> .....	12
2.1.9 Perilaku Konsumen .....	13
2.1.10 <i>Copywriting</i> .....	13
2.1.11 Desain Komunikasi Visual.....	14
<b>2.2 Kerangka Teori dan Asumsi .....</b>	<b>15</b>
2.2.1 Kerangka Teori.....	15
2.2.2 Asumsi.....	16
<b>BAB III DATA OBJEK PENELITIAN .....</b>	<b>17</b>
<b>3.1 Data Perusahaan .....</b>	<b>17</b>
3.1.1 <i>Profile</i> .....	17
3.1.2 <i>Value</i> .....	17
3.1.3 Media Sosial.....	18
3.1.4 Produk .....	19
<b>3.2 Data Permasalahan .....</b>	<b>19</b>
<b>3.3 Data Empirik .....</b>	<b>21</b>
3.3.1 Wawancara.....	21
3.3.2 Kuesioner .....	21
3.3.3 Data Khalayak Sasaran .....	23
<b>3.4 Analisis Data Sejenis .....</b>	<b>24</b>
3.4.1 Profile MamaVie.....	24
3.4.2 SWOT MamaVie .....	25
3.4.3 SWOT Ti2n Patisserie.....	25
<b>3.5 Analisis Matriks Perbandingan .....</b>	<b>26</b>
<b>3.6 Penarikan Kesimpulan .....</b>	<b>28</b>

<b>BAB IV KONSEP PERANCANGAN .....</b>	<b>29</b>
<b>4.1 Latar Belakang Masalah dan Solusi.....</b>	<b>29</b>
4.1.1 Latar Belakang .....	29
4.1.2 Solusi.....	29
4.1.3 Rencana Perancangan.....	29
<b>4.2 Konsep Pesan .....</b>	<b>30</b>
4.2.1 Target Audiens .....	30
4.2.2 AOI ( <i>Activity, Opinion, Interest</i> ) .....	30
4.2.3 <i>What to Say &amp; How to Say</i> .....	31
4.2.4 <i>Big Idea</i> .....	32
<b>4.3 Konsep Kreatif .....</b>	<b>32</b>
4.3.1 Strategi Komunikasi.....	32
4.3.2 Strategi Visual.....	33
4.3.3 Strategi Media .....	34
4.3.4 Metode AISAS .....	34
<b>4.4 Konsep dan Hasil Visual.....</b>	<b>34</b>
4.4.1 <i>Layout</i> .....	34
4.4.2 Wujud 3D .....	35
4.4.3 Warna .....	35
4.4.4 <i>Font</i> .....	35
4.4.5 Logo .....	36
4.4.6 Media.....	36
<b>4.5 Media Placement .....</b>	<b>39</b>
4.5.1 Media ATL ( <i>Above the Line</i> ) .....	39
4.5.2 Media BTL ( <i>Below the Line</i> ) .....	39
4.5.3. Media TTL ( <i>Through the Line</i> ).....	39
4.5.4 <i>Timeline</i> Media Analisis .....	40
<b>BAB V KESIMPULAN DAN SARAN .....</b>	<b>41</b>
<b>5.1 Kesimpulan .....</b>	<b>41</b>
<b>5.2 Saran.....</b>	<b>41</b>

**DAFTAR PUSTAKA..... 42**