

Table Of Content

VALIDITY SHEET	i
STATEMENT SHEET	ii
Abstract	iii
Foreword	iv
Figures.....	ix
CHAPTER 1	1
INTRODUCTION	1
1.1 Background	1
1.2 Problem Identification.....	3
1.3 Research Question.....	3
1.4 Research Scope.....	3
1.5 Research Goal.....	4
1.6 Research Benefit.....	4
1.7 Research Method.....	5
1.7.1 Method used.....	5
1.7.2 Data Collection.....	6
1.8 Design Framework	7
1.9 Writing Systematic	8
CHAPTER 2	9
LITERATURE REVIEW.....	9
2.1 Promotion.....	9
2.1.1 Definition.....	9
2.1.2 Purpose.....	9
2.1.3 Promotion Mix.....	10
2.2 Advertising.....	11
2.2.1 Brand Awareness	12
2.2.2 Copy Writing	12
2.2.3 Creative Concept.....	13
2.4 Strength	13
2.4.1 Weaknesses.....	13
2.4.2 Opportunity	13

2.4.3	Threats	14
2.5	AISAS	14
2.6	Media.....	14
2.7	Visual Communication Design	15
2.7.1	Design Principle.....	16
2.7.2	Layout	20
2.7.3	Line, Point, and Texture	22
2.7.4	Shape.....	23
2.7.5	Color	24
2.7.6	Typography	25
2.7.7	Illustration.....	27
2.7.8	Photography	28
CHAPTER 3	29
DATA AND PROBLEM ANALYSIS.....		29
3.1	SMP Santa Maria II, Sidoarjo Profile	29
3.2	SMP Santa Maria II, Sidoarjo Data	31
3.2.1	Location	31
3.2.2	Social Media	32
3.3	Product data of SMP Santa Maria II, Sidoarjo	33
3.4	Target Audience Data	34
3.4.1	Demographic	34
3.4.2	Geographic	35
3.4.3	Psychographics	35
3.5	Observation data and interviews.....	35
3.5.1	Obervation Data	35
3.5.2	Interview	36
3.6	Similar Project Data.....	38
3.6.1	SMP Katolik Untung Suropati, Sidaorjo Data	39
3.6.1.1	Location	39
3.6.1.2	Social Media.....	40
3.7	SWOT Analysis	41
3.8	Conclusion of analysis results.....	43
CHAPTER 4	45

CONCEPT AND DESIGN RESULT	45
4.1 Message (Big Idea).....	45
4.1.1 Massage Concept.....	44
4.1.2 Creative Concept.....	44
4.1.3 Media Strategic	45
4.2 Visual Media	48
4.2.1 Concept.....	46
4.2.1.1 Color	47
4.2.1.2 Typography	47
4.2.1.3 Visual Element (Shape).....	48
4.2.1.4 Layout.....	49
4.2.1.5 Illustration	50
4.2.2 Design Process	51
4.2.3 Media Concept	53
4.2.3.1 Media Type.....	53
4.3 Design Result.....	57
Chapter 5	64
Closing	64
5.1 Conclusion	61
5.2 Suggestion	61
Bibliography.....	62