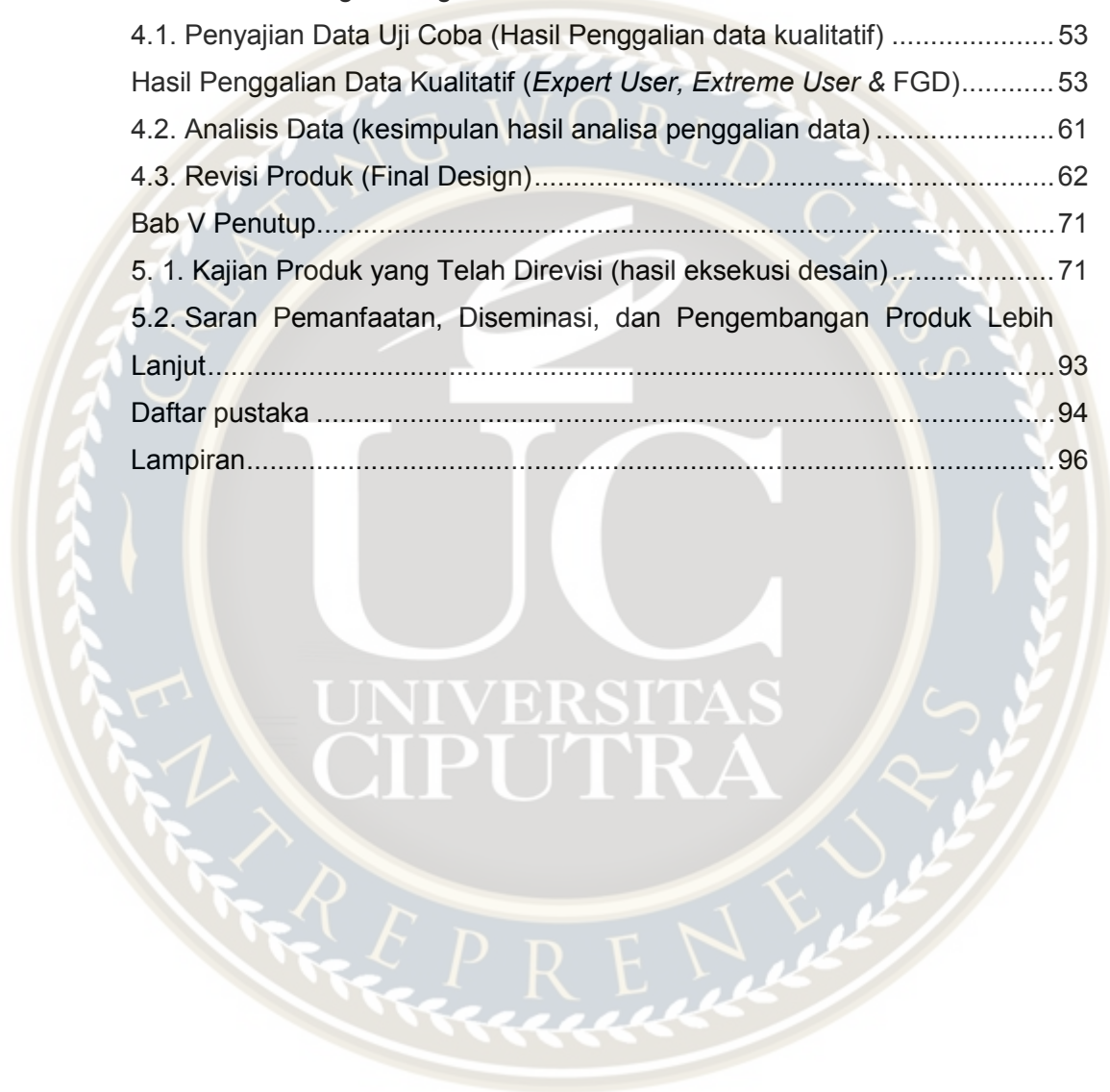


## DAFTAR ISI

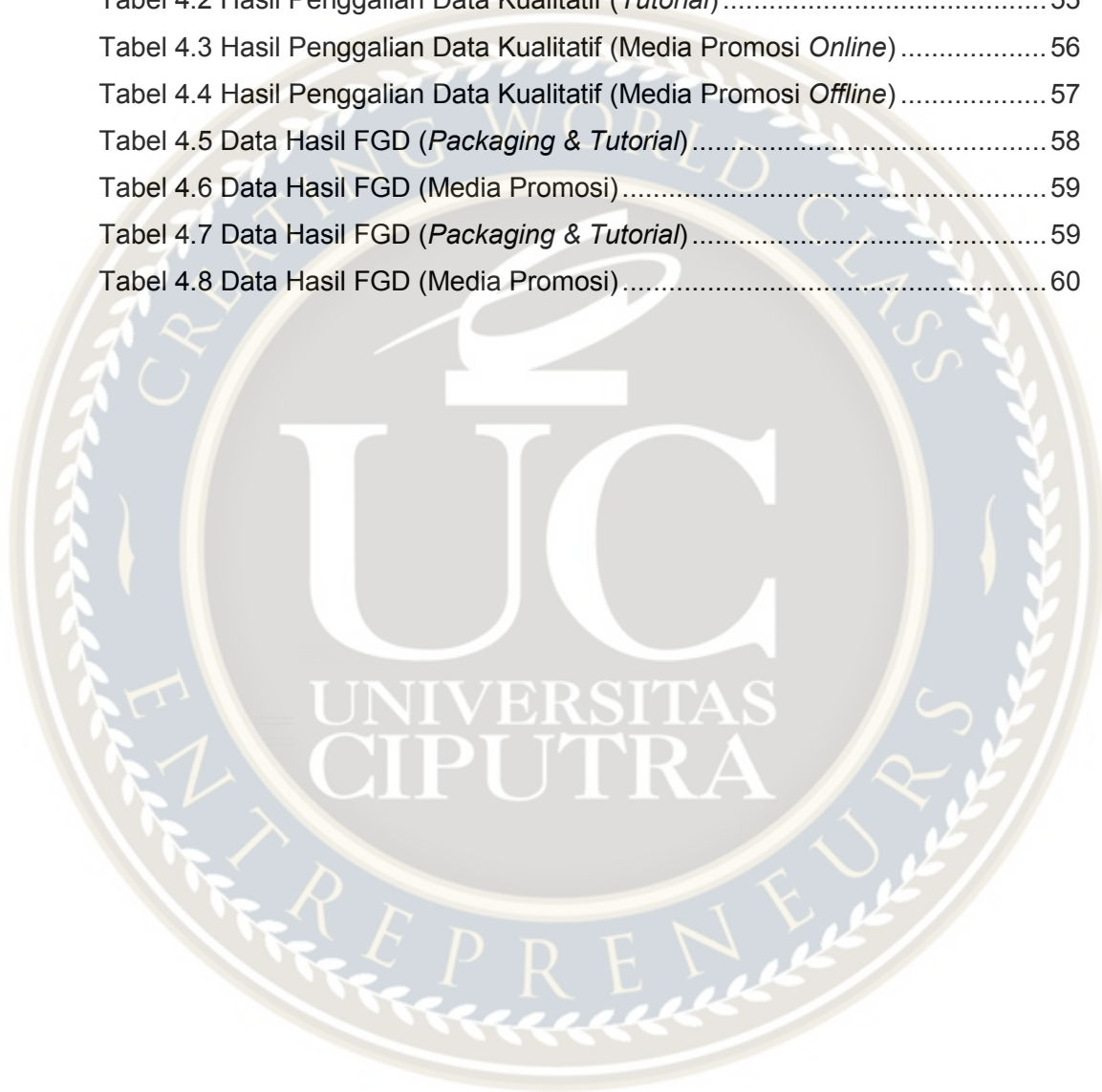
LEMBAR PERNYATAAN KEASLIAN TUGAS AKHIR.....	ii
LEMBAR PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR.....	iii
LEMBAR PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	iv
KEPENTINGAN AKADEMIS.....	v
KATA PENGANTAR.....	vi
ABSTRAK.....	vii
ABSTRACT.....	viii
DAFTAR ISI.....	ix
DAFTAR TABEL.....	xi
DAFTAR GAMBAR.....	xii
DAFTAR LAMPIRAN.....	xiv
Bab I Pendahuluan.....	15
1.1. Latar Belakang Masalah.....	15
1.2. Rumusan Masalah.....	22
1.3. Tujuan Pengembangan Proyek (Tujuan Perancangan).....	22
1.4. Spesifikasi Produk yang Diharapkan.....	22
1.5. Pentingnya Pengembangan (Manfaat perancangan).....	22
1.6. Asumsi dan Keterbatasan Pengembangan (Batasan Perancangan).....	23
1.7. Definisi Istilah.....	23
1.8. Sistematika Penulisan (Metode Perancangan).....	25
Bab II Kajian Pustaka.....	26
Bab III Metode Pengembangan.....	37
3.1. Model Pengembangan.....	37
3.2. Prosedur Pengembangan (Solusi Komunikasi Visual).....	37
3.2.1 Konsep Gaya Desain.....	38
3.2.2 Konsep Pemilihan Media.....	39
3.2.3 Program Media.....	41
3.2.4. Anggaran Belanja Desain.....	42
3.3. Uji Coba Produk (prototype).....	43
3.3.1. Desain Uji Coba (mock-up solusi desain).....	43

3.3.2. Subjek Coba (responden/ expert user & extreme user).....	51
3.3.3. Jenis Data.....	51
3.3.4. Instrumen Pengumpulan Data (Metode penggalan data Primer & Sekunder).....	51
Bab IV Hasil Pengembangan .....	53
4.1. Penyajian Data Uji Coba (Hasil Penggalan data kualitatif) .....	53
Hasil Penggalan Data Kualitatif ( <i>Expert User, Extreme User &amp; FGD</i> ).....	53
4.2. Analisis Data (kesimpulan hasil analisa penggalan data) .....	61
4.3. Revisi Produk (Final Design).....	62
Bab V Penutup.....	71
5. 1. Kajian Produk yang Telah Direvisi (hasil eksekusi desain).....	71
5.2. Saran Pemanfaatan, Diseminasi, dan Pengembangan Produk Lebih Lanjut.....	93
Daftar pustaka .....	94
Lampiran.....	96



## DAFTAR TABEL

Tabel 3.2 Anggaran Belanja Desain.....	43
Tabel 3.3 Instrumen Pengumpulan Data.....	52
Tabel 4.2 Hasil Penggalian Data Kualitatif ( <i>Tutorial</i> ).....	55
Tabel 4.3 Hasil Penggalian Data Kualitatif (Media Promosi <i>Online</i> ).....	56
Tabel 4.4 Hasil Penggalian Data Kualitatif (Media Promosi <i>Offline</i> ).....	57
Tabel 4.5 Data Hasil FGD ( <i>Packaging &amp; Tutorial</i> ).....	58
Tabel 4.6 Data Hasil FGD (Media Promosi).....	59
Tabel 4.7 Data Hasil FGD ( <i>Packaging &amp; Tutorial</i> ).....	59
Tabel 4.8 Data Hasil FGD (Media Promosi).....	60



## DAFTAR GAMBAR

Gambar 3.1 Packaging design.....	44
Gambar 3.2 Tutorial design .....	45
Gambar 3.3 Instagram feeds teaser product.....	46
Gambar 3.4 Instagram feeds workshop announcement.....	46
Gambar 3.5 Instagram feeds giveaway.....	47
Gambar 3.6 Instagram feeds product content.....	47
Gambar 3.7 Instagram feeds clay tips.....	47
Gambar 3.8 Instagram feeds open pre-order.....	47
Gambar 3.10 Instagram highlight workshop announcement .....	48
Gambar 3.11 Gift voucher.....	49
Gambar 3.12 PoP display .....	49
Gambar 3.13 X banner.....	50
Gambar 4.1 Revisi <i>packaging design</i> dan stiker <i>deco sauce</i> .....	64
Gambar 4.2 Revisi <i>tutorial design</i> .....	65
Gambar 4.3 Revisi Instagram feeds introduction.....	66
Gambar 4.4 Revisi Instagram feeds user benefits.....	66
Gambar 4.5 Revisi Instagram feeds product content (what's inside).....	66
Gambar 4.6 Revisi Instagram feeds illustration, tutorial video, dan open order ..	67
Gambar 4.7 Revisi Instagram feeds workshop announcement .....	67
Gambar 4.8 Revisi Instagram feeds clay kit content .....	67
Gambar 4.9 Revisi Instagram feeds finished product.....	68
Gambar 4.10 Revisi Instagram feeds giveaway .....	68
Gambar 4.11 Revisi Instagram feeds clay tips dan clay tools .....	68
Gambar 4.12 Revisi Instagram highlight workshop announcement.....	69
Gambar 4.13 Revisi gift voucher design .....	69
Gambar 4.12 Revisi <i>PoP display</i> .....	70
Gambar 4.12 Revisi <i>x banner</i> .....	70
Gambar 5.1 Logo Klaymate Craft .....	71
Gambar 5.2 <i>Typeface</i> logo (Klay) .....	72
Gambar 5.3 <i>Typeface</i> logo (Mate) .....	73
Gambar 5.4 <i>Typeface</i> logo (Craft) .....	74
Gambar 5.5 <i>Grid system</i> .....	75

Gambar 5.6 Minimum <i>clear space</i> .....	76
Gambar 5.7 Minimum <i>size</i> .....	77
Gambar 5.8 <i>Logo color</i> .....	78
Gambar 5.9 <i>Color usage</i> .....	79
Gambar 5.10 Unacceptable usage .....	80
Gambar 5.11 <i>Business Card</i> .....	81
Gambar 5.12 <i>Letterhead</i> .....	82
Gambar 5.13 Envelope & stickers.....	83
Gambar 5.14 Packaging design.....	84
Gambar 5.15 <i>Tutorial</i> .....	85
Gambar 5.16 Illustration.....	86
Gambar 5.17 Instagram feeds introduction .....	87
Gambar 5.18 Instagram feeds user benefits .....	87
Gambar 5.19 Instagram feeds product content (what's inside).....	87
Gambar 5.20 Instagram feeds illustration, tutorial video, dan open order.....	88
Gambar 5.21 Instagram feeds workshop announcement.....	88
Gambar 5.22 Instagram feeds clay kit content.....	88
Gambar 5.23 Instagram feeds finished product .....	89
Gambar 5.24 Instagram feeds giveaway.....	89
Gambar 5.25 Instagram feeds clay tips dan clay tools.....	89
Gambar 5.26 Instagram highlight workshop announcement.....	90
Gambar 5.27 Gift voucher design .....	91
Gambar 5.28 PoP display .....	92
Gambar 5.29 <i>x banner</i> .....	93

## DAFTAR LAMPIRAN

Lampiran 1. Wawancara Expert User .....	96
Lampiran 1. Wawancara Extreme User .....	97
Lampiran 3. Focus Group Discussion (FGD) .....	98
Lampiran 4. Pameran Outlining Design 2019.....	101
Lampiran 5. Klaymate Craft Workshop 2019.....	103

