DAFTAR ISI

LEMBAR PERNYATAAN KEASLIAN TUGAS AKHIR .......................................................... ii
LEMBAR PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR .............................. iii
LEMBAR PERSETUJUAN TIM PENGUJI TUGAS AKHIR ............................... iv
KATA PENGANTAR .......................................................................................... vi
ABSTRAK ....................................................................................................... viii
DAFTAR ISI ..................................................................................................... x
Daftar Gamber ................................................................................................ xiii
Daftar Tabel ..................................................................................................... xvi
BAB I ........................................................................................................... 1
  1.1 Latar Belakang .................................................................................. 1
  1.2 Rumusan Penelitian ...................................................................... 3
  1.3 Tujuan Penelitian ......................................................................... 3
  1.4 Spesifikasi Produk yang Diharapkan ........................................... 4
  1.5 Pentingnya Perancangan ............................................................... 4
  1.6 Asumsi dan Batasan Perancangan ............................................... 5
  1.7 Difinisi Istilah ............................................................................... 6
  1.8 Sistematika Penulisan .................................................................. 6
BAB II ........................................................................................................... 8
IDENTIFIKASI DATA .................................................................................. 8
  2.1 Data Primer ...................................................................................... 8
    2.1.1 Teknik dan Instrumen .......................................................... 10
    2.1.2 Hasil Observasi ................................................................. 11
    2.1.3 Subjek dan Hasil Wawancara kepada Expert User ............ 12
    2.1.4 Subjek dan Hasil Wawancara kepada Extreme User ...... 18
    2.1.5 Hasil Survey ......................................................................... 25
  2.2 Data Sekunder .................................................................................. 28
4.2 Collateral .............................................................................................................. 84
  4.2.1 Desain Logo .................................................................................................. 84
  4.2.2 Desain Kop Surat dan Amplop ...................................................................... 85
  4.2.3 Desain Kartu Nama ...................................................................................... 87
  4.2.4 Desain Garment Bag .................................................................................... 88
  4.2.5 Desain Label .................................................................................................. 91
  4.2.6 Hanger ............................................................................................................ 94
  4.2.7 Invoice .............................................................................................................. 94
4.3 Lookbook ............................................................................................................ 95

BAB V .......................................................................................................................... 101
KESIMPULAN DAN SARAN .................................................................................... 101
  5.1 Kesimpulan ......................................................................................................... 101
  5.2 Saran ................................................................................................................... 101
Daftar Pustaka .............................................................................................................. 103
Lampiran ........................................................................................................................ A