

## DAFTAR ISI

|                                               |      |
|-----------------------------------------------|------|
| PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR..... | i    |
| LEMBAR PENGESAHAN TUGAS AKHIR.....            | ii   |
| SURAT PERNYATAAN .....                        | iii  |
| KATA PENGANTAR.....                           | iv   |
| ABSTRACT.....                                 | vi   |
| ABSTRAK .....                                 | vii  |
| DAFTAR ISI.....                               | viii |
| DAFTAR GAMBAR .....                           | xii  |
| DAFTAR TABEL.....                             | xiv  |
| DAFTAR LAMPIRAN .....                         | xv   |
| BAB 1 PENDAHULUAN .....                       | 1    |
| 1.1 Latar Belakang .....                      | 1    |
| 1.2 Identifikasi Masalah .....                | 4    |
| 1.3 Rumusan Masalah .....                     | 5    |
| 1.4 Tujuan Penelitian .....                   | 5    |
| 1.5 Manfaat Penelitian .....                  | 5    |
| 1.5.1 Manfaat Teoritis .....                  | 5    |
| 1.5.2 Bagi Universitas .....                  | 6    |
| 1.5.3 Bagi Peneliti .....                     | 6    |
| 1.6 Sistematika penulisan.....                | 6    |
| BAB 2 TINJAUAN UMUM .....                     | 9    |
| 2.1 Tinjauan Pustaka .....                    | 9    |
| 2.2 Tinjauan Teori.....                       | 10   |
| 2.2.1 Teori Kebudayaan Indonesia.....         | 11   |

|        |                                         |    |
|--------|-----------------------------------------|----|
| 2.2.2  | Teori Jalur Rempah .....                | 11 |
| 2.3    | Teori Utama .....                       | 12 |
| 2.3.1  | Teori Perancangan.....                  | 12 |
| 2.3.2  | Teori Video .....                       | 15 |
| 2.3.3  | Teori Video <i>Parallax</i> .....       | 16 |
| 2.4    | Teori Pendukung .....                   | 17 |
| 2.4.1  | Teori Media Edukasi .....               | 17 |
| 2.4.2  | Teori Video sebagai Media Edukasi ..... | 18 |
| 2.4.3  | Teori Pembuatan Naskah .....            | 19 |
| 2.4.4  | Teori Pembuatan Storyboard .....        | 20 |
| 2.4.5  | Teori Storytelling .....                | 20 |
| 2.4.6  | Teori Visual Story Telling .....        | 21 |
| 2.4.7  | Teori <i>Voice Over</i> .....           | 22 |
| 2.4.8  | Teori Ilustrasi .....                   | 24 |
| 2.4.9  | Teori Warna .....                       | 25 |
| 2.4.10 | Teori Tipografi .....                   | 28 |
| 2.5    | Ringkasan Kesimpulan Teori.....         | 29 |
| 2.6    | Kerangka Berfikir.....                  | 30 |
| BAB 3  | METODOLOGI DESAIN .....                 | 31 |
| 3.1    | Sistematika Perancangan.....            | 31 |
| 3.2    | Metode Pencarian Data .....             | 32 |
| 3.2.1  | Studi Literatur .....                   | 33 |
| 3.2.2  | Observasi.....                          | 33 |
| 3.2.3  | Wawancara.....                          | 34 |
| 3.3    | Analisis Data .....                     | 35 |

|       |                                                                 |    |
|-------|-----------------------------------------------------------------|----|
| 3.3.1 | Studi Literatur .....                                           | 35 |
| 3.3.2 | Observasi.....                                                  | 48 |
| 3.3.3 | Wawancara.....                                                  | 53 |
| 3.3.4 | Quosioner .....                                                 | 57 |
| 3.4   | Kesimpulan Hasil Analisis.....                                  | 61 |
| 3.5   | Pemecahan Masalah.....                                          | 61 |
| BAB 4 | STRATEGI KREATIF .....                                          | 63 |
| 4.1   | Strategi Komunikasi.....                                        | 63 |
| 4.2   | Analisis Segmentasi, Targeting, dan Positioning.....            | 65 |
| 4.3   | Analisis SWOT .....                                             | 66 |
| 4.4   | Analisis Model 5W+1H .....                                      | 68 |
| 4.5   | Analisis Pesaing .....                                          | 70 |
| 4.6   | Proses Tahapan Perancangan .....                                | 71 |
| 4.6.1 | Sinopsis Cerita .....                                           | 71 |
| 4.6.2 | Storyline .....                                                 | 72 |
| 4.6.3 | Shootlist.....                                                  | 79 |
| 4.6.4 | Storyboard.....                                                 | 80 |
| 4.6.5 | Animatic Storyboard .....                                       | 84 |
| 4.6.6 | Pembuatan Ilustrasi .....                                       | 85 |
| 4.7   | Sinematografi .....                                             | 86 |
| 4.7.1 | Editing.....                                                    | 86 |
| 4.7.2 | Voice over, Music, & Sound Effect .....                         | 87 |
| 4.8   | Moodboard .....                                                 | 88 |
| 4.9   | Konsep Kreatif & Gaya Desain ( <i>Tone &amp; Manner</i> ) ..... | 88 |
| 4.10  | Konsep Visual .....                                             | 89 |

|                      |                                                         |     |
|----------------------|---------------------------------------------------------|-----|
| 4.10.1               | Visual Utama.....                                       | 89  |
| 4.10.2               | Visual Pendukung .....                                  | 90  |
| 4.11                 | Konsep Verbal.....                                      | 90  |
| 4.11.1               | Tagline/Slogan .....                                    | 90  |
| 4.11.2               | <i>Headline, Sub headline dan Bodycopy</i> .....        | 91  |
| 4.11.3               | Tipografi.....                                          | 91  |
| 4.12                 | Konsep Perancangan ( <i>Layout</i> dan Komposisi) ..... | 92  |
| 4.13                 | Penerapan Desain (Final Artwork).....                   | 92  |
| 4.13.1               | Media Utama.....                                        | 92  |
| 4.13.2               | Media Pendukung .....                                   | 103 |
| BAB 5                | PENUTUP.....                                            | 111 |
| 5.1                  | Kesimpulan .....                                        | 111 |
| 5.2                  | Saran.....                                              | 112 |
| DAFTAR PUSTAKA ..... |                                                         | 113 |
| LAMPIRAN.....        |                                                         | 119 |