

DAFTAR ISI

| | |
|---|------|
| PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR..... | ii |
| LEMBAR PENGESAHAN TUGAS AKHIR | iii |
| KATA PENGANTAR..... | v |
| <i>ABSTRACT</i> | vi |
| ABSTRAK..... | vii |
| DAFTAR ISI..... | viii |
| DAFTAR GAMBAR..... | xi |
| DAFTAR TABEL | xiv |
| DAFTAR LAMPIRAN | xv |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang..... | 1 |
| 1.2 Rumusan Masalah..... | 3 |
| 1.3 Manfaat Tugas Akhir | 3 |
| 1.4 Tujuan Tugas Akhir..... | 3 |
| 1.5 Sistematika Tugas Akhir | 4 |
| BAB II TINJAUAN PUSTAKA | 5 |
| 2.1 Satwa Langka di Indonesia | 5 |
| 2.1.1 Kondisi Hewan Langka | 6 |
| 2.1.2 Kondisi Jalak Bali | 10 |
| 2.1.3 Kondisi Badak Jawa | 13 |
| 2.1.4 Upaya Pelestarian Satwa..... | 15 |
| 2.2 Psikologi Perkembangan..... | 16 |
| 2.3 Desain Buku Anak | 20 |
| 2.3.1 Ilustrasi..... | 20 |
| 2.3.2 Layout..... | 23 |
| 2.3.3 Grid..... | 24 |
| 2.3.4 Warna..... | 26 |
| 2.3.5 Tipografi | 29 |
| 2.3.6 Gaya Bahasa | 31 |
| BAB III METODOLOGI DESAIN | 32 |

| | | |
|--|-------------------------------|-----------|
| 3.1 | Sistematika Perancangan | 32 |
| 3.2 | Metode Penelitian | 33 |
| 3.3 | Metode Pengumpulan Data | 33 |
| 3.3.1 | Studi Literatur | 33 |
| 3.3.2 | Wawancara | 33 |
| 3.3.3 | Observasi..... | 34 |
| 3.3.4 | Studi Media Eksisting | 34 |
| 3.3.5 | Studi User | 34 |
| 3.4 | Analisa Data | 34 |
| 3.4.1 | Wawancara | 34 |
| 3.4.2 | Observasi..... | 36 |
| 3.4.3 | Studi Media Eksisting | 36 |
| 3.4.4 | Studi User | 39 |
| BAB IV ANALISIS, KONSEP & HASIL PERANCANGAN | | 43 |
| 4.1 | Analisis Permasalahan | 43 |
| 4.2 | Konsep Komunikasi | 43 |
| 4.2.1 | Strategi Pesan | 43 |
| 4.2.2 | Strategi Segmentasi | 43 |
| 4.2.3 | Strategi Media..... | 45 |
| 4.3 | Konsep Visual | 46 |
| 4.3.1 | Cerita..... | 46 |
| 4.3.2 | Gaya Visual..... | 52 |
| 4.3.3 | Ilustrasi..... | 53 |
| 4.3.4 | Layout..... | 53 |
| 4.3.5 | Warna..... | 55 |
| 4.3.6 | Tipografi | 56 |
| 4.4 | Penerapan Desain | 57 |
| 4.4.1 | Jalak Bali | 57 |
| 4.4.2 | Badak Jawa..... | 61 |
| 4.5 | Hasil Karya..... | 63 |
| 4.5.1 | Media Utama | 63 |
| 4.5.2 | Media Pendukung | 66 |
| BAB V PENUTUP | | 71 |

| | | |
|-----|---|----|
| 5.1 | Kesimpulan..... | 71 |
| 5.2 | Saran | 71 |
| | Daftar Pustaka..... | 73 |
| | LAMPIRAN-LAMPIRAN | 77 |
| | Lampiran 1. 1 Rekap Percakapan Bimbingan..... | 78 |

