

DAFTAR ISI

LEMBAR PENGESAHAN LAPORAN TUGAS AKHIR.....	ii
SURAT PERNYATAAN	iii
KATA PENGANTAR	iv
UCAPAN TERIMA KASIH.....	vi
ABSTRAK.....	viii
ABSTRACT.....	ix
DAFTAR ISI.....	x
DAFTAR GAMBAR	xiii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Masalah.....	1
1.2 Permasalahan.....	3
1.2.1 Identifikasi Masalah	3
1.2.2 Rumusan Masalah	3
1.3 Ruang Lingkup.....	3
1.4 Tujuan Perancangan	3
1.5 Cara Pengumpulan Data.....	4
1.5.1 Data Primer.....	4
1.5.2 Data Sekunder	4
1.6 Manfaat Perancangan	4
1.7 Keterbatasan Perancangan.....	4
BAB II TINJAUAN DATA.....	5
2.1 Tinjauan Teori	5
2.1.1 Pengertian Identitas Visual.....	5
2.1.2 Nama.....	6
2.1.3 Logo.....	6
2.1.4 Bagian-bagian Logo	7

2.1.5 Kriteria Logo	9
2.1.6 Prinsip Perancangan Logo	11
2.1.7 Warna	15
2.1.8 Tipografi	16
2.1.9 Tagline	19
2.2 Citra	20
2.2.1 Brand	20
2.2.2 Brand Awareness	21
2.2.3 Brand Recognition	22
2.2.4 Graphic Standard Manual	22
2.2.5 Promosi	23
2.2.6 Media Promosi	23
BAB III METODOLOGI PERANCANGAN	24
3.1 Data Lapangan	24
3.1.1 Produk	25
3.2 Data Survei	30
3.3 Khalayak Sasaran (<i>Target Audience</i>)	35
3.4 Strategi Perancangan	35
3.5 Analisis SWOT	35
3.6 Analisis Pesaing	36
3.7 Laporan Hasil Data	44
3.7.1 Data Hasil Wawancara dengan klien	44
BAB IV KONSEP PERANCANGAN	46
4.1 Topik : Perancangan Identitas Visual brand Omeat dari PT. Samudera Indah ..	46
4.1.1 Fakta-fakta kunci (<i>Key Facts</i>)	46
4.1.2 Tujuan Pengembangan Merk	46
4.1.3 Insight dan Metode Gagasan	46
4.1.4 Moodboard Perancangan	47

4.1.5 Mindmap Perancangan	48
4.1.6 Matriks Perancangan	48
4.1.7 Strategi dan Konsep Kreatif	49
4.1.8 Keputusan Kreatif.....	51
4.1.9 Brand / Graphic Standar Manual (GSM).....	56
4.1.10 Biaya Pengembangan Merk.....	61
BAB V PERANCANGAN KOMUNIKASI VISUAL	63
5.1 Logo	63
5.2 Graphic Standard Manual	63
5.3 Stationaries.....	64
5.4 Mockup	70
BAB VI PENUTUP	83
6.1 Rangkuman	83
6.2 Saran.....	83
DAFTAR PUSTAKA	84

DAFTAR GAMBAR

Gambar 2.1 Lorem	8
Gambar 2.2 Underground Logo	12
Gambar 2.3 McDonald's.....	12
Gambar 2.4 Coca Cola Logo.....	13
Gambar 2.5 Logo WWF.....	14
Gambar 2.6 Toys "R" Us	14
Gambar 2.7 Piramida Brand.....	21
Gambar 3.1 Logo Samudera Indah	24
Gambar 3.2 Menu Samudera Indah & Produk Ikan dan Udang	26
Gambar 3.3 Menu Daging dan Konten dalam Feeds Instagram	27
Gambar 3.4 Pengemasan Samudera Indah.....	28
Gambar 3.5 Salmon Fillet Samudera Indah	28
Gambar 3.6 <i>ThermaFreeze</i> dalam Pengiriman Samudera Indah	29
Gambar 3.7 Packaging Samudera Indah	29
Gambar 3.8 Hasil Survei	34
Gambar 3.9 Logo @anekafish	37
Gambar 3.10 Instagram anekafish.....	38
Gambar 3.11 Konten IG.....	38
Gambar 3.12 Packaging anekafish.....	39
Gambar 3.13 Pricelist anekafish	39
Gambar 3.14 Food Label @anekafish.....	40
Gambar 3.15 Logo Salmon Origin.....	41
Gambar 3.16 Instagram Salmon Origin	41
Gambar 3.17 Packaging Salmon Origin.....	42

Gambar 3.18 Instagram sibasfishfactory	42
Gambar 3.19 Packaging sibasfishfactory	43
Gambar 3.20 Testimoni 1.....	44
Gambar 3.21 Testimoni 2.....	44
Gambar 3.22 Testimoni 3.....	44
Gambar 3.23 Testimoni 4.....	45
Gambar 3.24 Testimoni 5.....	45
Gambar 4.1 Moodboard Omeat.....	47
Gambar 4.2 Mindmap Omeat.....	48
Gambar 4.3 Matrix Omeat	48
Gambar 4.4 Sketsa Logo Digital logogram.....	49
Gambar 4.5 Eksplorasi Font.....	49
Gambar 4.6 Sketsa Logo Digital Logotype.....	50
Gambar 4.7 Sketsa Logo <i>Coloring</i>	50
Gambar 4.8 Logo Final	51
Gambar 4.9 Logo Omeat <i>Frozen Food</i>	52
Gambar 4.10 Referensi Kemasan Omeat	53
Gambar 4.11 Tipografi Omeat	53
Gambar 4.12 Skema Warna Omeat.....	54
Gambar 4.13 Bentuk Elemen Omeat	55
Gambar 4.14 Logo Omeat <i>Frozen Food</i>	56
Gambar 4.15 Logo Pertama Omeat.....	57
Gambar 4.16 Alternatif Logogram Omeat	58
Gambar 4.17 Logo Final Omeat Frozen Food	58
Gambar 4.18 Logo Omeat Frozen Food	59
Gambar 4.19 <i>Logo Grid</i> Omeat <i>Frozen Food</i>	59
Gambar 4.20 Minimum Size Omeat Frozen Food	60

Gambar 4.21 Incorrect Logo Omeat Frozen Food	60
Gambar 5.1 Logo Omeat <i>Frozen Food</i>	63
Gambar 5.2 Stationery Omeat <i>Frozen Food</i>	64
Gambar 5.3 Kartu Nama Omeat <i>Frozen Food</i>	64
Gambar 5.4 Amplop Omeat <i>Frozen Food</i>	65
Gambar 5.5 Kop Surat Omeat <i>Frozen Food</i>	65
Gambar 5.6 Map Folder Omeat <i>Frozen Food</i>	66
Gambar 5.7 Nota Omeat <i>Frozen Food</i>	67
Gambar 5.8 Kwitansi Omeat <i>Frozen Food</i>	67
Gambar 5.9 Surat Jalan Omeat <i>Frozen Food</i>	68
Gambar 5.10 Tanda Terima Omeat <i>Frozen Food</i>	68
Gambar 5.11 Stamp Omeat <i>Frozen Food</i>	69
Gambar 5.12 ID Card Omeat <i>Frozen Food</i>	69
Gambar 5.13 Stationery Omeat <i>Frozen Food</i>	70
Gambar 5.14 <i>Food Label</i> Omeat <i>Frozen Food</i>	70
Gambar 5.15 Stamp Omeat <i>Frozen Food</i>	71
Gambar 5.16 Nota Omeat <i>Frozen Food</i>	71
Gambar 5.17 Kwitansi Omeat <i>Frozen Food</i>	72
Gambar 5.18 Surat Jalan Omeat <i>Frozen Food</i>	72
Gambar 5.19 Tanda Terima Omeat <i>Frozen Food</i>	73
Gambar 5.20 Gift Tag Omeat <i>Frozen Food</i>	73
Gambar 5.21 Media Sosial Omeat <i>Frozen Food</i>	74
Gambar 5.22 Kaos Omeat <i>Frozen Food</i>	74
Gambar 5.23 ID Card Omeat <i>Frozen Food</i>	75
Gambar 5.24 Voucher Omeat <i>Frozen Food</i>	75
Gambar 5.25 Brosur Omeat <i>Frozen Food</i>	76
Gambar 5.26 Kemasan Omeat <i>Frozen Food</i>	77

Gambar 5.27 Mobil <i>Delivery Omeat Frozen Food</i>	77
Gambar 5.28 Pin <i>Omeat Frozen Food</i>	78
Gambar 5.29 Stiker <i>Omeat Frozen Food</i>	78
Gambar 5.30 Note <i>Omeat Frozen Food</i>	79
Gambar 5.31 Masker <i>Omeat Frozen Food</i>	79
Gambar 5.32 <i>Hand Sanitizer Omeat Frozen Food</i>	80
Gambar 5.33 <i>City Poster Omeat Frozen Food</i>	80
Gambar 5.34 <i>Sign Omeat Frozen Food</i>	81
Gambar 5.35 <i>Shopee Omeat Frozen Food</i>	81
Gambar 5.36 <i>Tokopedia Omeat Frozen Food</i>	82
Gambar 5.37 <i>Graphic Standart Manual Omeat Frozen Food</i>	82