

DAFTAR ISI

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BAB I PENDAHULUAN.....	Error! Bookmark not defined.
A. Latar Belakang	Error! Bookmark not defined.
B. Identifikasi Masalah.....	Error! Bookmark not defined.
C. Rumusan masalah:	Error! Bookmark not defined.
D. Batas dan ruang lingkup perancangan.....	Error! Bookmark not defined.
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- A. Data Lapangan**Error! Bookmark not defined.**
 - 1. Organisasi / Perusahaan.....**Error! Bookmark not defined.**
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 - 1. Analisis SWOT restoran “Soto Mie Jason” .**Error! Bookmark not defined.**
 - 2. Analisis SWOT Redesain Logo **Error! Bookmark not defined.**
 - 3. Kesimpulan SWOT**Error! Bookmark not defined.**
- C. Analisis khalayak sasaran**Error! Bookmark not defined.**
 - 1. Geografis**Error! Bookmark not defined.**
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 - 5. Kesimpulan Analisa Khalayak Sasaran. **Error! Bookmark not defined.**
- D. Laporan Hasil Data Lainnya**Error! Bookmark not defined.**
 - 1. Studi Pustaka**Error! Bookmark not defined.**
 - 2. Observasi**Error! Bookmark not defined.**
 - 3. Hasil wawancara dengan salah satu pengunjung restoran
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BAB IV KONSEP PERANCANGAN.....Error! Bookmark not defined.

- A. Fakta-Fakta Kunci (Key Facts)**Error! Bookmark not defined.**
- B. Tujuan perancangan logo**Error! Bookmark not defined.**
- C. Konsep kreatif.....**Error! Bookmark not defined.**
- D. Pra produksi**Error! Bookmark not defined.**
 - 1. Pengumpulan Data**Error! Bookmark not defined.**
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 - 3. Pengumpulan ide referensi**Error! Bookmark not defined.**

4. Sketsa Kasar dan Sketsa Digital (*Morphological Matrix*)

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E. Produksi.....**Error! Bookmark not defined.**

1. Penggabungan Elemen yang dipilih **Error! Bookmark not defined.**

2. Membuat Berbagai Referensi Logo **Error! Bookmark not defined.**

F. Pasca produksi.....**Error! Bookmark not defined.**

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BAB V PERANCANGAN KOMUNIKASI VISUAL**Error! Bookmark not defined.**

A. Logo Baru.....**Error! Bookmark not defined.**

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BAB VI KESIMPULAN DAN SARAN.....**Error! Bookmark not defined.**

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