

## DAFTAR ISI

<b>LEMBAR PERSETUJUAN .....</b>	<b>Error! Bookmark not defined.</b>
<b>ABSTRAK.....</b>	<b>Error! Bookmark not defined.</b>
<b>KATA PENGANTAR .....</b>	<b>Error! Bookmark not defined.</b>
<b>DAFTAR ISI.....</b>	<b>i</b>
<b>DAFTAR GAMBAR.....</b>	<b>iv</b>
<b>DAFTAR TABEL.....</b>	<b>v</b>
<b>BAB 1 .....</b>	<b>Error! Bookmark not defined.</b>
<b>PENDAHULUAN.....</b>	<b>Error! Bookmark not defined.</b>
1.1. Konteks Penelitian .....	<b>Error! Bookmark not defined.</b>
1.2. Fokus dan Pertanyaan Penelitian .....	<b>Error! Bookmark not defined.</b>
1.2.1. Fokus Penelitian.....	<b>Error! Bookmark not defined.</b>
1.2.2. Pertanyaan penelitian? .....	<b>Error! Bookmark not defined.</b>
1.3. Tujuan dan Kegunaan Penelitian. ....	<b>Error! Bookmark not defined.</b>
1.3.1. Tujuan Penelitian. ....	<b>Error! Bookmark not defined.</b>
1.3.2. Kegunaan Penelitian. ....	<b>Error! Bookmark not defined.</b>
1.3.2.1 Kegunaan Teoretis .....	<b>Error! Bookmark not defined.</b>
1.3.2.2. Kegunaan Praktis .....	<b>Error! Bookmark not defined.</b>
<b>BAB II .....</b>	<b>Error! Bookmark not defined.</b>
<b>KAJIAN PUSTAKA DAN KERANGKA PEMIKIRAN ...</b>	<b>Error! Bookmark not defined.</b>
2.1. Kajian Literatur .....	<b>Error! Bookmark not defined.</b>
2.1.1. Review penelitian sejenis.....	<b>Error! Bookmark not defined.</b>
2.2. Kerangka konseptual.....	<b>Error! Bookmark not defined.</b>
2.2.1. Komunikasi .....	<b>Error! Bookmark not defined.</b>
2.2.2. Fungsi Komunikasi .....	<b>Error! Bookmark not defined.</b>
2.2.3. Tujuan Komunikasi.....	<b>Error! Bookmark not defined.</b>
2.2.4. Tipe Komunikasi.....	<b>Error! Bookmark not defined.</b>
2.2.5. Publick Realtion.....	<b>Error! Bookmark not defined.</b>
2.2.6. Fungsi Publick Relations .....	<b>Error! Bookmark not defined.</b>
2.2.7. Tujuan Public Relation .....	<b>Error! Bookmark not defined.</b>
2.2.8. Ruang Lingkup Humas .....	<b>Error! Bookmark not defined.</b>
2.2.9. Ciri ciri public relation.....	<b>Error! Bookmark not defined.</b>
2.2.10. Tinjauan Logo.....	<b>Error! Bookmark not defined.</b>
2.2.11. Jenis dan Tipe Logo .....	<b>Error! Bookmark not defined.</b>
2.2.12. Elemen Visual Pembentuk Logo.....	<b>Error! Bookmark not defined.</b>

2.2.13. Bentuk.....	<b>Error! Bookmark not defined.</b>
2.2.14. Warna.....	<b>Error! Bookmark not defined.</b>
2.2.15. Tipografi .....	<b>Error! Bookmark not defined.</b>
2.3 Tinjauan Teoretis .....	<b>Error! Bookmark not defined.</b>
2.3.1 Teori Kontruksi Realitas Sosial .....	<b>Error! Bookmark not defined.</b>
2.3.2. Tinjauan tentang Semiotika .....	<b>Error! Bookmark not defined.</b>
2.4. Kerangka Pemikiran.....	<b>Error! Bookmark not defined.</b>
2.4.1 Semiotika Roland Barthes.....	<b>Error! Bookmark not defined.</b>
<b>BAB III.....</b>	<b>Error! Bookmark not defined.</b>
<b>METODOLOGI PENELITIAN .....</b>	<b>Error! Bookmark not defined.</b>
3.1. Subjek, Objek dan Metodologi .....	<b>Error! Bookmark not defined.</b>
3.1.1. Subjek Penelitian.....	<b>Error! Bookmark not defined.</b>
3.1.2. Objek Penelitian.....	<b>Error! Bookmark not defined.</b>
3.1.3. Metodologi Penelitian.....	<b>Error! Bookmark not defined.</b>
3.1.3.1. Metode analisis Semiotika .....	<b>Error! Bookmark not defined.</b>
3.1.3.2. Desain/ Paradigma Penelitian .....	<b>Error! Bookmark not defined.</b>
3.1.3.3. Teknik Pengumpulan Data.....	<b>Error! Bookmark not defined.</b>
3.1.3.4. Teknik Analisis Data.....	<b>Error! Bookmark not defined.</b>
3.1.3.5. Keabsahan Hasil Penelitian.....	<b>Error! Bookmark not defined.</b>
3.1.4. Membuka akses dan menjalin Hubungan dengan subjek penelitian.....	<b>Error! Bookmark not defined.</b>
<b>Bookmark not defined.</b>	
3.1.5. Lokasi dan jadwal penelitian.....	<b>Error! Bookmark not defined.</b>
3.1.5.1. Lokasi penelitian .....	<b>Error! Bookmark not defined.</b>
3.1.5.2. Jadwal Penelitian .....	<b>Error! Bookmark not defined.</b>
Tabel 3.1 .....	<b>Error! Bookmark not defined.</b>
<b>BAB IV .....</b>	<b>Error! Bookmark not defined.</b>
4.1 Hasil Penelitian .....	<b>Error! Bookmark not defined.</b>
4.1.1 Deskripsi PROSTREET.....	<b>Error! Bookmark not defined.</b>
4.1.2 Analisis Denotasi, Konotasi, dan Mitos dalam Logo PROSTREET. ....	<b>Error! Bookmark not defined.</b>
<b>Bookmark not defined.</b>	
4.2.1 Makna Denotasi dalam logo Prostreet .....	<b>Error! Bookmark not defined.</b>
Tabel 4.1 analisis denotasi logo PROSTREET.....	<b>Error! Bookmark not defined.</b>
4.2.2 Makna konotasi pada logo Prostreet .....	<b>Error! Bookmark not defined.</b>
Tabel 4.2 analisis konotasi logo PROSTREET .....	<b>Error! Bookmark not defined.</b>
4.2.3 makna mitos pada logo Prostreet .....	<b>Error! Bookmark not defined.</b>
4.3 Pembahasan.....	<b>Error! Bookmark not defined.</b>
4.3.1 Makna pesan dari Logo Prostreet.....	<b>Error! Bookmark not defined.</b>

4.3.2 Kontruksi realitas sosial pada logo Prostreet .....	<b>Error! Bookmark not defined.</b>
<b>BAB V</b> .....	<b>Error! Bookmark not defined.</b>
<b>KESIMPULAN DAN SARAN</b> .....	<b>Error! Bookmark not defined.</b>
5.1 Kesimpulan .....	<b>Error! Bookmark not defined.</b>
5.2 SARAN .....	<b>Error! Bookmark not defined.</b>
<b>DAFTAR PUSTAKA</b> .....	<b>Error! Bookmark not defined.</b>
<b>LAMPIRAN</b> .....	<b>Error! Bookmark not defined.</b>
LAMPIRAN 1.....	<b>Error! Bookmark not defined.</b>
RIWAYAT HIDUP .....	<b>Error! Bookmark not defined.</b>
Lampiran 2.....	<b>Error! Bookmark not defined.</b>
Pedoman Wawancara Informan Ahli.....	<b>Error! Bookmark not defined.</b>
Pedoman Wawancara Informan inti.....	<b>Error! Bookmark not defined.</b>
Lampiran 3.....	<b>Error! Bookmark not defined.</b>

## DAFTAR GAMBAR

3.1 : Gambar Logo.....	51
3.1 : Gambar prodak .....	52

## **DAFTAR TABEL**

Tabel 2.1 : Review Penelitian.....	9
Tabel 3.1 : Jadwal Penelitian.....	73
Tabel 4.1 : analisis Denotasi logo Prostreet.....	82
Tabel 4.2 : analisis Konotasi logo Prostreet.....	8

