

TABLE OF CONTENTS

LEMBAR PENGESAHAN	iii
STATEMENT OF ORIGINALITY	iv
INTISARI	v
ABSTRACT	vi
ACKNOWLEDGEMENT	vii
LIST OF PICTURES	x
LIST OF TABLES	xi
LIST OF CHART	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER 1	
INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives	3
1.3 Scope	3
1.4 Methods of Study	3
1.4.1 Method of Collecting Data	3
1.4.2 Method of Analyzing the Data	4
1.4.3 Method of Presenting the Data	4
1.5 Presentation	4
CHAPTER 2	
GENERAL DESCRIPTION OF YAYASAN SYIAR BANGSA AND AL AZHAR SUMMARECON BEKASI	5
2.1 Establishment of <i>Yayasan Syiar Bangsa</i>	5
2.2 Work Program of <i>Yayasan Syiar Bangsa</i>	6
2.2.1. Short Term Work Program	6
2.2.2. Middle Term Work Program	6
2.2.3. Long Term Work Program	6
2.3 Vision and Mission of <i>Yayasan Syiar Bangsa</i>	7
2.4 Organizational Structure	7
2.5 Sekolah Islam Al Azhar Summarecon Administrated by <i>Yayasan Syiar Bangsa</i>	8
2.5.1. <i>Sekolah Menengah Atas Islam Al Azhar 8 Summarecon Bekasi</i>	10
2.5.2. <i>Sekolah Menengah Pertama Islam Al Azhar 31 Summarecon Bekasi</i>	10
2.5.3. <i>Sekolah Dasar Islam Al Azhar 44 Summarecon Bekasi</i>	10



2.5.4. Extracurricular Activities in Al Azhar Summarecon Bekasi.....	11
2.6 Marketing Division at <i>Yayasan Syiar Bangsa</i> (Al Azhar Summarecon Bekasi)	12
CHAPTER 3	
DIRECT MARKETING IN AL AZHAR SUMMARECON BEKASI AS A PROCESS OF ATTRACTING POTENTIAL PROSPECTIVE STUDENTS	13
3.1 Understanding Direct Marketing.....	13
3.1.1. Types of Direct Marketing	14
3.1.2. Direct Marketing for School.....	15
3.2 How Al Azhar Summarecon Bekasi Determines Marketing Strategy.....	16
3.3 Direct Marketing in Al Azhar Summarecon Bekasi	20
3.3.1. Whatsapp	21
3.3.2. Direct Flyering.....	22
3.3.3. Open Table	24
3.3.4. Telephone	26
3.3.5. Face to Face Marketing (F2F)	27
3.4 Maintaining Customers' Loyalty	28
3.4.1 Jamiyyah.....	28
3.4.2. Sibling Discount	29
3.4.3. Excellent Service	29
3.5 Marketing Evaluation.....	29
CHAPTER 4	
CONCLUSION.....	33
WORKS CITED	35
LIST OF APPENDICES.....	36
APPENDIX 1: LIST OF INFORMANTS	37
APPENDIX 2: INTERNSHIP LETTER	38
APPENDIX 3: CURRICULUM VITAE.....	39
APPENDIX 4: INTERNSHIP LOGBOOK.....	41