



TABLE OF CONTENTS

COVER	i
HALAMAN SAMPUL	ii
LEMBAR PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
INTISARI	v
ABSTRACT	vi
TABLE OF CONTENTS	viii
LIST OF PICTURES	x
LIST OF CHART	xi
LIST OF TABLE	xii
CHAPTER 1. INTRODUCTION	1
1.1. Background of Study	1
1.2. Objectives of Study	3
1.3. The Scope of Study	3
1.4. Methods of Study	3
1.4.1. Methods of Collecting Data	3
1.4.2. Method of Analyzing Data	3
1.4.3. Method of Presenting Data	4
1.5. Presentation	4
CHAPTER 2. THE PROFILE OF PT NUANSA POSITIVA INDONESIA ...	5
2.1. Brief Description of PT Nuansa Positiva Indonesia	5
2.2. Vision and Mission	6
2.3. Logo and Tagline	6
2.4. Organizational Structure	8
2.5. Job Description	9
2.5.1. President Director	9
2.5.2. Vice President Director	10
2.5.3. General Manager	10
2.5.4. Marketing Manager	11



2.5.5.	Marketing Assistant.....	12
2.5.6.	Production Manager.....	12
2.5.7.	Production Assistant.....	13
2.6.	Facilities	13
2.6.1.	Main Office	13
2.6.2.	Production Room & Warehouse	15
CHAPTER 3. MARKETING STRATEGY OF PT NUANSA POSITIVA INDONESIA ON SELLING THE PRODUCTS		16
3.1.	Definition of Strategy.....	16
3.2.	Definition of Marketing	16
3.3.	Marketing Strategy	17
3.3.1.	Market Segmentation	19
3.3.2.	Market Target.....	19
3.3.3.	Market Positioning	20
3.3.4.	Marketing Mix.....	21
3.4.	Graphic Design	23
3.5.	Marketing Strategy of PT Nuansa Positiva Indonesia	24
CHAPTER 4. CONCLUSION.....		36
WORKS CITED		38
APPENDIX 1: LIST OF INFORMANTS		39
APPENDIX 2: LIST OF INTERVIEW QUESTIONS		40
APPENDIX 3: CURRICULUM VITAE.....		40
APPENDIX 4: LOG BOOK.....		41