

TABLE OF CONTENTS

| | |
|--|------|
| LEMBAR PENGESAHAN | iii |
| PERNYATAAN BEBAS PLAGIASI | iv |
| ACKNOWLEDGEMENT | v |
| ABSTRAK | vi |
| ABSTRACT | vii |
| TABLE OF CONTENTS | viii |
| LIST OF FIGURES | xi |
| LIST OF CHARTS | xii |
| LIST OF TABLES | xiii |
| CHAPTER 1 | |
| INTRODUCTION | 1 |
| 1.1. Background of Study | 1 |
| 1.2. Objectives of Study..... | 3 |
| 1.3. Scope of Study..... | 3 |
| 1.4. Methods of Study..... | 3 |
| 1.4.1. Methods of Collecting the 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 | |
| TRIBUN JOGJA PROFILE AND PROMOTION AND EVENT ORGANIZER DIVISION IN TRIBUN JOGJA | |
| 2.1. Profile of Tribun Jogja | 5 |
| 2.1.1. Vision and Mission of Tribun Jogja | 5 |
| 2.1.2. Brief History of Tribun Jogja | 5 |
| 2.1.3. The Organization Structure of Company..... | 6 |
| 2.2. The Organizational Structure of Promotion and Event Organizer Division in Tribun Jogja..... | 7 |
| 2.3. The Job and Function of Promotion and Event Organizer Division in Tribun Jogja | 8 |
| 2.3.1. Main Job of Event Organizer | 8 |
| 2.3.2. Main Job of Administrator and Graphic Designer | 10 |

| | |
|---|----|
| 2.3.3. Main Job of Promotion or Marketing Communication | 11 |
| 2.4. The Events of Promotion and Event Organizer Division..... | 12 |
| 2.4.1. Application Launching of D'Paragon Exclusive Kost..... | 13 |
| 2.4.2. Eat Free Day in Car Free Day Sudirman Event..... | 13 |
| 2.4.3. Fun Bike Kadin..... | 14 |
| 2.4.4. Millennial Road Safety Festival in Car Free Day Event | 15 |
| 2.4.5. KPU DIY Music Concert " <i>Pemilih Berdaulat Negara Kuat</i> "..... | 15 |
| 2.4.6. Socialization of Planting Movement and Herbs Garden Competition BEJO ... | 16 |
| 2.5. Social Media Promotion Tools of Tribun Jogja | 17 |
| 2.5.1. Website of Tribun Jogja..... | 17 |
| 2.5.2. Instagram | 18 |
| 2.5.3. Facebook..... | 18 |
| 2.5.4. Twitter | 19 |

CHAPTER 3

ANALYSIS OF MARKETING COMMUNICATION STRATEGY IN TRIBUN EO

| | |
|---|----|
| JOGJA | 21 |
| 3.1. Integrated Marketing Communication Concept by Philip Kotler and Gary Armstrong | 21 |
| 3.1.1. Advertising..... | 23 |
| 3.1.2. Sales Promotion | 24 |
| 3.1.3. Personal Selling..... | 24 |
| 3.1.4. Public relations..... | 24 |
| 3.1.5. Direct Marketing | 25 |
| 3.2. Brief Information about Marketing Communication/Promotion Staff Main Jobs in Tribun EO Jogja | 25 |
| 3.3. Analysis of Marketing Communication Strategy Implementation in Tribun Jogja using the Integrated Marketing Communication Concept | 27 |
| 3.3.1. Implementation of Advertising in Tribun EO Jogja's Events | 27 |
| 3.3.2. Implementation of Sales Promotion | 32 |
| 3.3.3. Implementation of Personal Selling | 33 |
| 3.3.4. Implementation of Public relations | 34 |
| 3.3.5. Implementation of Direct Marketing..... | 37 |
| 3.4. Evaluation of Integrated Marketing Communication Strategy Implementation in Tribun Jogja | 40 |
| 3.4.1. The Evaluation of Fun Bike Kadin Event..... | 40 |



| | |
|--|----|
| 3.4.2. The Evaluation of KPU DIY Music Concert Event | 41 |
| CHAPTER 4 | |
| CONCLUSION | 43 |
| WORKS CITED | 45 |
| APPENDICIES | 46 |
| APPENDIX 1. LIST OF INFORMANTS | 47 |
| APPENDIX 2. LIST OF INTERVIEW QUESTIONS | 48 |
| APPENDIX 3. CURRICULUM VITAE | 49 |
| APPENDIX 4. LOG BOOK | 50 |
| APPENDIX 5. INTERNSHIP DOCUMENTATIONS | 71 |