Marketing Strategy Analysis Of Tribun Jogja Circulation Division In Finding The Newspaper Readers In
This Modern Era Through Tribun Family Card Premium Program
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ABSTRAK

Tugas akhir ini bertujuan untuk membahas profil perusahaan Tribun Jogja, Divisi Sirkulasi, program Tribun Family Card Premium, dan strategi Divisi Sirkulasi Tribun Jogja dalam mencari pembaca koran di era modern ini melalui program Tribun Family Card Premium. Metode pengumpulan data yang penulis lakukan adalah melalui metode kualitatif dengan melakukan pengamatan melalui program magang selama 2 bulan dari 11 Februari hingga 12 April 2019 di Divisi Sirkulasi Tribun Jogja. Selain itu juga melalui metode wawancara yang penulis lakukan dengan beberapa member dari Tribun Family Card Premium, manager Divisi Sirkulasi, dan staff Telemarketing Divisi Sirkulasi Tribun Jogja. Penulis juga melakukan pencarian data dari berbagai sumber seperti artikel dari internet dan beberapa buku. Data hasil wawancara dan beberapa sumber dijelaskan oleh penulis secara detail menggunakan bahasa inggris. Berdasarkan hasil pengamatan di Divisi Sirkulasi Tribun Jogja, strategi yang dilakukan oleh Divisi Sirkulasi untuk mendapatkan pembaca koran di era modern adalah dengan menjalin kerjasama yang saling menguntungkan dengan beberapa instansi di Yogyakarta dan juga melakukan promosi melalui beberapa kegiatan yang partisipan nya termasuk kategori pasar sasaran Tribun Family Card.

Kata kunci: Tribun Family Card Premium, Divisi Sirkulasi, Strategi Pemasaran, Tribun Jogja

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ABSTRACT

This graduating paper aims to discuss the company profile of Tribun Jogja, Circulation Division, Tribun Family Card Premium program, and strategy of Circulation Division Tribun Jogja in finding the newspaper reader in this modern era through Tribun Family Card Premium program. The method of collecting data that the writer does is a qualitative method through an observation during the internship program for two months from 11th February until 12th April 2019 in Circulation Division Tribun Jogja. Besides, interview is also one of the method that the writer does with some members from Tribun Family Card Premium, the manager of Circulation Division, and Telemarketing staff in Circulation Division Tribun Jogja. The writer also searched data from various sources such as articles in the internet and some books. The data result of interview and some sources was explained by the writer in detail. Based on the observation in Circulation Division Tribun Jogja, the strategies implemented by Circulation Division to gain newspaper readers in this modern era are establishing mutually beneficial cooperation with some institutions in Yogyakarta and also doing promotion in some events whose participants are incorporated in the target market of Tribun Family Card Premium.

Keywords: Tribun Family Card Premium, Circulation Division, Marketing Strategy, Tribun Jogja