

**MARKETING STRATEGY ANALYSIS OF TRIBUN JOGJA CIRCULATION
DIVISION IN FINDING THE NEWSPAPER READERS IN THIS DIGITAL ERA
THROUGH TRIBUN FAMILY CARD PREMIUM PROGRAM**



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**Submitted to the Board of Examiners
in Partial Fulfilment of the Requirements for Diploma III Degree
in the English Program
Vocational College
Universitas Gadjah Mada
Yogyakarta
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LAPORAN AKHIR

ANALISA STRATEGI MARKETING DIVISI SIRKULASI TRIBUN JOGJA DALAM MENCARI PEMBACA KORAN DI ERA DIGITAL MELALUI PROGRAM TRIBUN FAMILY CARD PREMIUM



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**Diajukan kepada Dewan Penguji
Sebagai salah satu syarat untuk mendapatkan gelar Ahli Madya
Pada Program Studi Bahasa Inggris
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Universitas Gadjah Mada
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