

FINAL PAPER	i
LAPORAN AKHIR	ii
LEMBAR PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
ABSTRAK	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objective of Study	2
1.3 Scope of Study	2
1.4 Method of Study	3
1.5 Presentation.....	4
CHAPTER 2 PROFILE OF PKBM UPAYA TRAMPIL KOTA MAGELANG.....	5
2.1 History and Location.....	5
2.2 Concepts of Place and Logo	6
2.3 Vision, Mission, and Goals.....	7
2.3.1 Vision.....	7
2.3.2 Mission.....	7
2.3.3 Goals	7
2.4 Organizational Structure	7
2.4.1 Headmaster of PKBM Upaya Trampil.....	9
2.4.2 Secretary	9
2.4.3 Treasure.....	9
2.5 Programs	9
2.5.1 PAUD Permata Hati.....	9
2.5.2 Package A Program Equivalent to Elementary School.....	10
2.5.3 Package B Program Equivalent to Junior High School	11
2.5.4 Package C Program Equivalent to Senior High School	11
2.5.5 Taman Bacaan Masyarakat or Public Library (TBM)	12
2.5.6 Life skill and Courses	13
2.6 Schedule.....	14
2.7 Facilities.....	14
2.7.1 Library.....	15



**THE MARKETING COMMUNICATION STRATEGY THAT AFFECTS STUDENTS IN PURSUING
EDUCATION AT PKBM UPAYA
TRAMPIL MAGELANG**

DIAN OKTAVIANI A, Nur Endah Nugraheni, S.S., M.A.

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

UNIVERSITAS
GADJAH MADA

2.7.2 Partical Lab	15
2.7.3 Mushalla.....	15
2.7.4 Toilet	16
CHAPTER 3 THE MARKETING COMMUNICATION STRATEGY THAT AFFECTS STUDENTS IN PURSUING EDUCATION AT PKBM UPAYA TRAMPIL MAGELANG	17
3.1 Marketing Communication Mix.....	17
3.1.1 Advertising.....	19
3.1.2 Sales Promotion	23
3.1.3 Events and Experiences	26
3.1.4 Public Relations and Social Media Publication	27
3.1.4.1 Facebook	27
3.1.4.2 Instagram.....	28
3.1.4.3 WhatsApp	29
3.1.4.4 Community Library (TBM)	30
3.1.5 Direct and Interactive Marketing	30
3.1.6 Words of Mouth Marketing	34
3.1.7 Personal Selling	34
3.2 The Effectiveness of Marketing Communication Strategy of PKBM Upaya Trampil	36
3.2.1 Word-of-Mouth.....	37
3.2.2 Partnership with LKP or Personal Selling	37
3.2.3 Special Gifts.....	38
3.2.4 Brochure Advertising.....	38
3.2.5 Social Media	38
CHAPTER 4 CONCLUSION.....	39
WORKS CITED	41
APPENDICES	42