

TABLE OF CONTENTS

LEMBAR PENGESAHAN	Error! Bookmark not defined.
PERNYATAAN BEBAS PLAGIASI	Error! Bookmark not defined.
INTISARI	iv
ABSTRACT	Error! Bookmark not defined.
TABLE OF CONTENTS	1
LIST OF PICTURES.....	Error! Bookmark not defined.
CHAPTER I	Error! Bookmark not defined.
1.1 Background Study	Error! Bookmark not defined.
1.2 Objectives of Study.....	Error! Bookmark not defined.
1.3 Scope of Study.....	Error! Bookmark not defined.
1.4 Method of Study	Error! Bookmark not defined.
1.4.1 Method of Collecting the Data.....	Error! Bookmark not defined.
1.4.2 Method of Analyzing the Data.....	Error! Bookmark not defined.
1.4.3 Method of Presenting the Data	Error! Bookmark not defined.
1.5 Presentation.....	Error! Bookmark not defined.
CHAPTER 2.....	Error! Bookmark not defined.
2.1 PT. MEDIA TRIBUN YOGYA	Error! Bookmark not defined.
2.1.1 History of PT. Media Tribun Yogya	Error! Bookmark not defined.
2.1.2 The Development of PT. Media Tribun Yogya	Error! Bookmark not defined.
2.1.3 Visions and Missions of PT. Media Tribun Yogya.....	Error! Bookmark not defined.
2.1.4 Organizational Structure of PT. Media Tribun Yogya...	Error! Bookmark not defined.
2.1.5 Facilities in PT. Media Tribun Yogya.....	Error! Bookmark not defined.
2.2 Tribun Family Card Premium	Error! Bookmark not defined.
2.2.1 Definition of Tribun Family Card Premium	Error! Bookmark not defined.
2.2.2 How to Register as Tribun Family Card Premium members	Error! Bookmark not defined.
2.2.3 How to Use Tribun Family Card Premium Application	Error! Bookmark not defined.
CHAPTER 3.....	Error! Bookmark not defined.
3.1 The Definition of Telemarketing	Error! Bookmark not defined.
3.1.1 Roles of Telemarketing.....	Error! Bookmark not defined.
3.1.2 Strategies of Telemarketing	Error! Bookmark not defined.
3.2 The Roles of Telemarketing Analysis in Circulation Division	Error! Bookmark not defined.
3.3 The Telemarketing Strategies Analysis in Circulation Division	Error! Bookmark not defined.
3.4 The Poitive Impact of the Strategy's Implementation	Error! Bookmark not defined.
CHAPTER 4.....	Error! Bookmark not defined.
WORKS CITED.....	Error! Bookmark not defined.



Telemarketing Strategy Analysis of PT. Media Tribun Yogya to increase the number of Tribun Family Card Premium members

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APPENDIX 1 : LIST OF INFORMANTS.....Error! Bookmark not defined.

APPENDIX 2 : LIST OF INTERVIEW QUESTIONSError! Bookmark not defined.

APPENDIX 3 : CURRICULUM VITAE.....Error! Bookmark not defined.

APPENDIX 4 : LOG BOOK.....Error! Bookmark not defined.