

TABLE OF CONTENT

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT	iii
INTISARI	iv
ABSTRACT	v
TABLE OF CONTENT	vi
TABLE OF TABLE.....	vii
TABLE OF FIGURE	vii
CHAPTER I INTRODUCTION.....	1
1.1. Background of Study.....	1
1.2. Objectives of Study	4
1.3. Scope of Study	4
1.4. Method of Study.....	5
1.4.1. Collecting Data	5
1.4.2. Analyzing the data	5
1.4.3. Presenting Data	6
1.5. Presentation	6
CHAPTER 2 PROFILE OF PT <i>ADIGUNA MITRA TERPERCAYA CONSULTANTS</i>	7
2.1 History of PT <i>Adiguna Mitra Terpercaya Consultants</i>	7
2.2 Vision, Mission, and Values	8
2.3 Organization Structure	8
2.4 Field Of Consultancy Services.....	9
2.5 Company Association and Partner	11
2.6 Work Flow.....	11
2.7 Facility and Equipment	12
2.8 Achievement.....	12
CHAPTER 3 DISCUSSION.....	13
3.1 Definition and Characteristic of Service Marketing	13



3.2	The Service Category of PT Adiguna Mitra Terpercaya Consultants	16
3.3	Marketing Mix of Adiguna Mitra Terpercaya Consultants.....	17
3.4	The Marketing Demand and Work Capacity	19
3.5	The Network and Communication	20
3.6	The Marketing Strategy of PT Adiguna Mitra Terpercaya Consultants	22
3.6.1	The Marketing Plan.....	24
3.6.2	The Company Profile Booklet Review	27
3.6.3	Facebook page of PT Adiguna Mitra Terpercaya Consultants.....	29
CHAPTER 4 CONCLUSION AND SUGGESTION.....		32
4.1	Conclusion.....	32
4.2	Suggestion	33
WORKS CITED		34
Appendix: Glossarium		36
Appendix: Interview		37

TABLE OF TABLE

Table 1, Feast and Famine Cycles	5
Table 2, Categorization of Service Business	16
Table 3, Guerilla Marketing and Conventional Marketing	23

TABLE OF FIGURE

Fig.1. Number of Consultant companies from 2015 to 2018.....	2
Fig.2. Company Size Proportion in 2018.....	3
Fig.3. Flowchart of The Study.....	6
Fig.4. The old logo and the new logo of PT Adiguna Mitra Terpercaya Consultants.....	7
Fig.5. The Organizational Structure of PT Adiguna Mitra Terpercaya Consultants.....	9
Fig.6. Estimated Services Size as Percentage of the GDP	15
Fig.7. Networking and Relation Scheme.....	21
Fig.8. Matrix of Regional Director.....	25
Fig.9. Cover of Company Profile.....	27
Fig.10. Facebook Page of Adiguna Mitra Terpercaya Consultants.....	30