



TABLE OF CONTENTS

HALAMAN PENGESAHAN.....	iii
PERNYATAAN PLAGIASI	iv
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT.....	v
INTISARI	vi
ABSTRACT.....	vii
TABLE OF CONTENTS	viii
LIST OF APPENDICES	x
LIST OF FIGURES	xi
LIST OF CHARTS	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER 1	1
INTRODUCTION.....	1
1.1 Background of Study	1
1.2 Objective of Study.....	4
1.3 Scope of Study	4
1.4 Method of Study.....	4
1.4.1 Method of Collecting Data	4
1.4.2 Method of Analyzing Data	4
1.4.3 Method of Presenting the Data	5
1.5 Presentation	5
CHAPTER 2	6
2.1 Profile of PT Media Tribun Yogyakarta.....	6
2.1.1 History of PT. Media Tribun Yogyakarta	6
2.1.2 Vision and Mission	7
2.1.3 Organization Structure.....	7
2.2 Organization Structure of Tribun Event Organizer and Promotion Division at PT. Media Tribun Yogyakarta.....	8
2.3 The Job and Function of Tribun Event Organizer and Promotion division at PT. Media Tribun Yogyakarta.....	8



2.3.1 Job and Function of Event Organizer Staff.....	8
2.3.2. Job and Function Graphic Design Staff and Administration	11
2.3.3. Job and Function of Promotion Staff	11
2.4 Event of Tribun Event Organizer and Promotion Division.....	11
2.4.1. Car Free Day Jogja Kreatif #74 Event	11
2.4.2. Taman Herbal BEJO 2020 Event.....	12
2.5 Social Media of Tribun Event Organizer and Promotion Division.....	14
2.5.1. Instagram	14
2.5.2. Website Of Tribun Jogja.....	14
2.5.3 Youtube	15
CHAPTER 3	17
3.1 Car Free Day Jogja Kreatif #74 Event	17
3.1.1 The Description of Car Free Day Jogja Kreatif #74 Event	17
3.1.2 The Preparation Process of Car Free Day Jogja Kreatif #74 Event	18
3.1.3 The Agenda of Car Free Day Jogja Kreatif #74 Event	21
3.1.4 The Management of Car Free Day Jogja Kreatif #74 Event.....	22
3.2 Taman Herbal BEJO 2020 Event.....	24
3.2.1 The Description of Taman Herbal BEJO 2020 Event.....	24
3.2.2 The Preparation Process of Taman Herbal BEJO 2020 Event.....	26
3.2.3 The Agenda of Taman Herbal BEJO 2020 Event	28
3.2.4 The Management of Taman Herbal BEJO 2020 Event.....	28
CHAPTER 4	31
CONCLUSIONS AND RECOMMENDATIONS.....	31
4.1 Conclusions	31
4.2 Recommendations	32
WORKS CITED.....	33