

## TABLE OF CONTENT

HALAMAN PENGESAHAN .....	i
PERNYATAAN BEBAS PLAGIASI.....	ii
ACKNOWLEDGEMENT .....	iii
ABSTRAK.....	iv
ABSTRACT .....	v
TABLE OF CONTENT .....	vi
LIST OF FIGURES .....	ix
CHAPTER 1 INTRODUCTION .....	1
1.1 Background of Study .....	1
1.2 Objective of Study .....	2
1.3 Scope of Study.....	2
1.4 Methods of Study.....	2
1.4.1 Methods of Collecting the Data .....	2
1.4.2 Methods of Analyzing the Data .....	3
1.4.3 Methods of Presenting the Data .....	3
1.5 Presentation .....	4
CHAPTER 2 THE PROFILE OF KOTAKMEDIA INDONESIA .....	5
2.1 The History of Kotakmedia Indonesia .....	5
2.2 Vision and Mission .....	6
2.3 Organization Structure .....	6
2.4 Subsidiaries of Kotamedia Indonesia .....	8
2.4.1 Situskeren .....	8
2.4.2 Ufoto studio .....	8
2.5 Services .....	8
2.6 Products.....	9
CHAPTER 3 INSTAGRAM CONTENT MAKING AND WEBSITE DATA INPUTTING AS DIGITAL MARKETING STRATEGIES CONDUCTED BY SITUSKEREN AS A SUBSIDIARY OF KOTAKMEDIA .....	10
3.1 Digital Marketing Strategy in Situskeren.....	10



3.1.1 Digital Marketing Definition .....	10
3.1.2 Types of Digital Marketing.....	11
3.2 Promotion.....	13
3.2.1 Promotion Definition.....	13
3.2.2 The Purposes of Promotion.....	14
3.2.3 Advantages of Promotion .....	16
3.3 Segmentation .....	17
3.3.1 Definition of Segmentation.....	17
3.3.2 Segmentation Process .....	17
3.3.3 The Advantages of Segmentation .....	17
3.3.4 Segmentation Variable .....	18
3.3.5 Segmentation Variables on Situskeren.....	18
3.4 Brand Awareness .....	19
3.4.1 Brand Awareness Definition .....	19
3.4.2 Brand Awareness on Situskeren .....	20
3.5 Situskeren’s Instagram Content Making.....	21
3.5.1 Process making Brief content .....	21
3.5.1.1 Determine Date and Topic .....	24
3.5.1.2 Photo Reference .....	24
3.5.1.3 Color scheme.....	25
3.5.1.4 Items .....	26
3.5.1.5 Text in the Picture .....	28
3.5.1.6 Instagram Caption .....	29
3.5.2 Review / Checking the Brief.....	29
3.5.3 Editing .....	29
3.5.4 Uploading the Contents .....	29
3.6 Website Data Inputting .....	29
3.6.1 Process of Website Data Inputting .....	32
3.6.1.1 Setting Menu .....	33
3.6.1.2 Slide and Banner.....	36

3.6.1.3 Inputting the Product .....	37
3.6.1.4 Service Menu.....	39
3.6.1.5 Inputting Album and Gallery .....	40
3.6.1.6 Blog / Article.....	41
3.6.1.7 Single Page.....	42
CHAPTER 4 CONCLUSION AND SUGGESTION.....	44
4.1 Conclusion.....	44
4.2 Suggestion .....	46
WORKS CITED .....	47
APPENDICES .....	49
APPENDIX 1: LIST OF INFORMANT .....	50
APPENDIX 2: LIST OF INTERVIEW QUESTIONS .....	51
APPENDIX 3: CURRICULUM VITAE .....	52
APPENDIX 4: INTERNSHIP CERTIFICATE.....	53
APPENDIX 4: LOGBOOK .....	54
APPENDIX 5: PLAGIARISM CHECK RESULT .....	63