

TABLE OF CONTENTS

GRADUATING PAPER TITLE SHEET	ii
LEMBAR PENGESAHAN	iii
STATEMENT OF ORIGINALITY	iv
DEDICATION SHEET	vi
INTISARI	v
ABSTRACT	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENT	viii
LIST OF PICTURES	xi
LIST OF TABLE	xii
LIST OF CHARTS	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER 1 INTRODUCTION	1
1.1. Background of Study	1
1.2. Objectives of Study	2
1.3. Scope of Study	2
1.4. Method of Study	3
1.4.1. Method of collecting data	3
1.4.2. Method of Analyzing Data	3
1.4.3. Method of Presenting Data	3
1.5. Presentation	4
CHAPTER 2 PROFILE OF PT PRODUK REKREASI KIDS FUN YOGYAKARTA	5
2.1. History of the Company	5
2.2. Vision, Mission, Profile & Logo	6
2.2.1 Vision	6
2.2.2 Mission	6
2.2.3 Logo	6
2.3. Facilities	7
2.3.1. Cafe	7
2.3.2. Parking Area	8
2.3.3. Mosque	9
2.3.4. Bus & Car	9



2.3.5. Medical Treatment Room	9
2.4. Organization Structure	10
2.4.1. Accounting	13
2.4.2. Marketing	14
2.4.3. F & B	14
2.4.4. HRD	14
2.4.5. R & D	14
2.4.6. Engineering	15
2.4.7. Operasional	15
CHAPTER 3 MARKETING STRATEGY OF PT PRODUK REKREASI KIDS FUN YOGYAKARTA	17
3.1. Definition of strategy	17
3.2. Definition of marketing	18
3.3. Marketing Strategy	19
3.3.1. Product	20
A. Rides	20
1. Gokart	22
2. Zyclon Cloaster	23
3. Aqua Splash	23
4. Jurrasic Parcs	24
5. Swinger	25
6. Kids Fun Shooter	25
7. Zoo Car	25
B. Merchants	26
C. Shows	27
3.3.2. Price	28
A. Admission Prices	29
B. Package Prices	29
1. Behind the scene package	29
2. Graduation package	29
3. Swimming Extracurricular package	30
4. Kids Fun Birthday Party	30
5. Grand Prix Birthday Mini	31



3.3.3. Promotion	31
A. Advertising	31
B. Personal selling	33
C. Sales Promotion	30
D. Publicity	35
3.3.4. Place	37
CHAPTER 4 CONCLUSION	38
WORKS CITED	39
LIST OF APPENDICES	40
APPENDIX 1: LIST OF INTERVIEW QUESTION	41
APPENDIX 4: LIST OF INFORMANT	42
APPENDIX 2: INTERNSHIP CERTIFICATE	43
APPENDIX 3: CURRICULUM VITAE	44
APPENDIX 4: LOG BOOK	45



UNIVERSITAS
GADJAH MADA

The Marketing Strategy of PT. Produk Rekreasi Kids Fun Yogyakarta

TIA AGUSTINA, Erlin Estiana Yuanti, S.S.,M.A.

Universitas Gadjah Mada, 2017 | Diunduh dari <http://etd.repository.ugm.ac.id/>