

TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN PLAGIASI	ii
ACKNOWLEDGEMENT	iii
INTISARI	iv
ABSTRACT	v
TABLE OF CONTENTS	vi
LIST OF PICTURES	viii
LIST OF TABLES	ix
LIST OF CHARTS	x
CHAPTER 1 INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study	2
1.3 Scope of Study	2
1.4 Methods of Study	2
1.4.1 Method of Collecting the Data	2
1.4.2 Method of Analyzing the Data	3
1.4.3 Method of Presenting the Data	3
1.5 Presentation	4
CHAPTER 2 COMPANY PROFILE SMPIT IBNU ABBAS	5
2.1. Identity of SMPIT Ibnu Abbas	5
2.2. Brief History from SMPIT Ibnu Abbas	5
2.3. The Vision and Mission of SMPIT Ibnu Abbas	6
2.3.1. The Vision of SMPIT Ibnu Abbas	6
2.3.2. The Missions of SMPIT Ibnu Abbas	7
2.4. Culture and Work Principles from SMPIT Ibnu Abbas	9
2.4.1. Uniform	9
2.4.2. Weekly Meeting	10
2.4.3. Weekly Exercise	10
2.5. Organizational Structure and Main Tasks at SMPIT Ibnu Abbas	10
2.5.1. Organizational Structure	11
2.5.2. Main Tasks Each Departments	11
2.6. SMPIT Ibnu Abbas Facilities and Services	13
2.7. Programs in SMPIT Ibnu Abbas	17
2.8. The Achievements of SMPIT Ibnu Abbas	18



CHAPTER 3 THE ANALYSIS OF BRANDING STRATEGY FOR THE PROFILE VIDEO OF SMPIT IBNU ABBAS GODEAN USING THE MARKETING MIX THEORY	20
3.1. The Definition of Branding	20
3.1.1. Branding Elements	20
3.1.2. Types of Branding	21
3.1.3. The Importance of Branding for Schools	22
3.2. Marketing Mix	23
3.3. Marketing Mix 7Ps Analysis of SMPIT Ibnu Abbas Profile video	25
3.3.1. Product	26
3.3.2. Promotion	28
3.3.3. Price	31
3.3.4. Place	31
3.3.5. Process	33
3.3.6. People	34
3.3.7. Physical Evidence	37
CHAPTER 4 CONCLUSION AND SUGGESTION	41
4.1. Conclusion	41
4.2. Suggestion	41
REFERENCES	43
LIST OF APPENDICES	45
Appendix 1: List of Informants	45
Appendix 2: List of Interview Questions	46
Appendix 3: Curriculum Vitae	47
Appendix 4: Student Logbook	48
Appendix 5: Video	52

LIST OF PICTURES

Picture 1 SMPIT Ibnu Abba's's Logo.....	5
Picture 2 Uniform	10
Picture 3 Multipurpose field	14
Picture 4 Ali Hasan Mosque	14
Picture 5 Parking lot.....	15
Picture 6 Entrance	16
Picture 7 Student store	17
Picture 8 Product (SMPIT Ibnu Abbas Name and Logo)	27
Picture 9 Promotion (Student Activity)	29
Picture 10 Promotion (Student Activity)	29
Picture 11 Promotion (Student Activity)	30
Picture 12 Place (Field).....	32
Picture 13 Place (Classroom).....	33
Picture 14 People (Student Achievement)	35
Picture 15 People (Student Achievement)	35
Picture 16 People (Student Achievement)	35
Picture 17 People (Student Achievement)	36
Picture 18 People (Student Achievement)	36
Picture 19 Place (School Buildings)	38
Picture 20 Place (Mosque)	39
Picture 21 Place (Laboratory)	39

LIST OF TABLES

Table 1 Uniform schedule SMPIT Ibnu Abbas	9
Table 2 Achievement list of SMPIT Ibnu Abbas.....	18

LIST OF CHARTS

Chart 1 Organization Structure SMPIT Ibnu Abbas.....	11
Chart 2 Video topic.....	25
Chart 3 Grouping topics using the 7Ps marketing mix.....	26
Chart 4 Product.....	27
Chart 5 Promotion.....	28
Chart 6 Place.....	31
Chart 7 People.....	34
Chart 8 Physical Evidence.....	37