

**MARKETING MIX AT
PT. TEMU KENCONO GUNUNG PATI SEMARANG**

PAPER

Presented in partial fulfillment of the requirement
For the completion of Diploma III program of The English Language
Department specialized in Office Management



By :
Subiyati
C21.2001.00245

**FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
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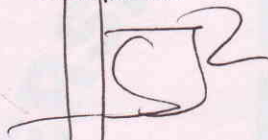
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PAGE OF APPROVAL

This paper has been approved by Board of Examiners, Diploma III Study Program of English Languages, Faculty of Languages and Letters, Dian Nuswantoro University on August 8, 2004

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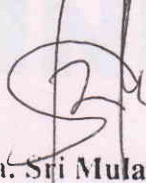
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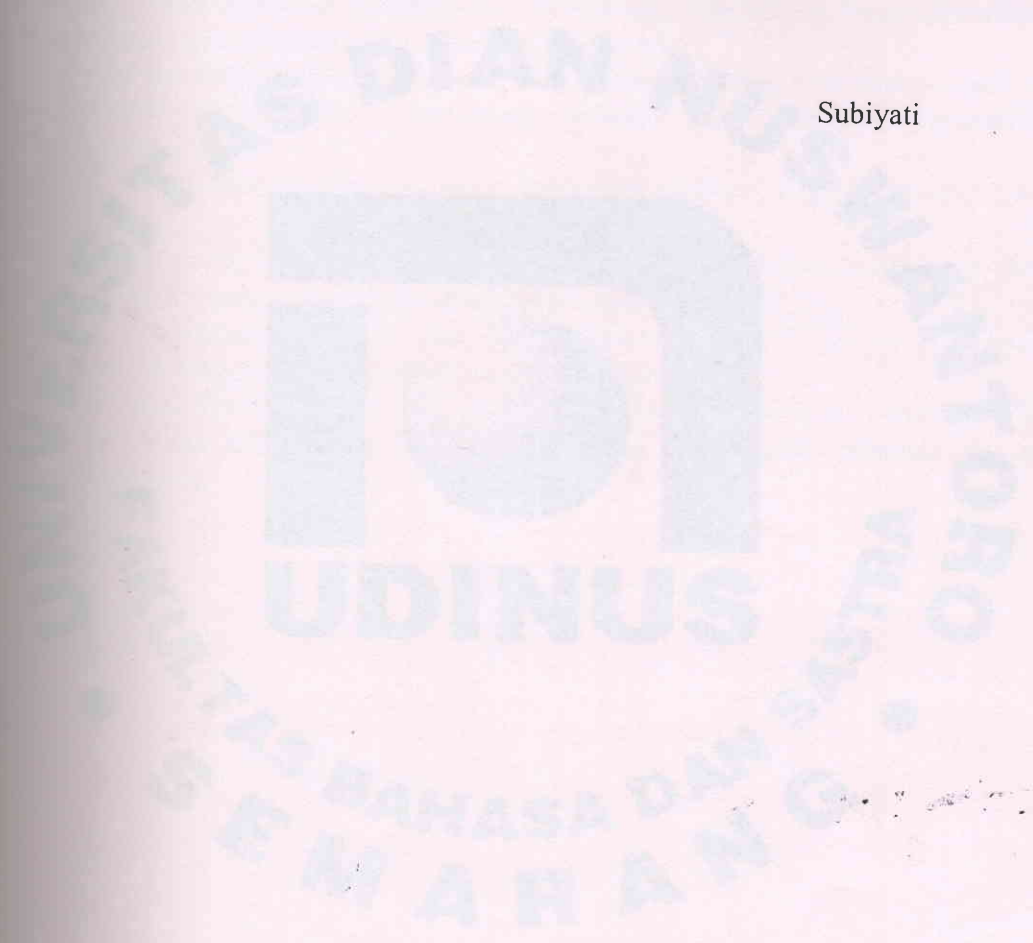
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Semarang, August 8th 2006

Subiyati



ABSTRACT

This paper is entitled "Marketing Mix at PT. Temu Kencono Gunungpati Semarang". It is the result of field study that was conducted for three weeks (March 14, 2005 - April 6, 2005) in the Marketing Research Department of PT. Temu Kencono Gunungpati - Semarang. This study is aimed to describe the marketing mix that is used in PT. Temu Kencono Gunungpati - Semarang.

To collect the data interview, observation and library methods were used. The interview method was conducted to get information about marketing mix in the company. The observation method is aimed at understanding the quality of marketing mix that is used by PT. Temu Kencono Gunungpati - Semarang. The library research method was conducted to get some information about Marketing Mix.

From the data analysis, it is concluded that Marketing Mix that is used by PT. Temu Kencono Gunungpati - Semarang includes: price, product, promotion and distribution channel.

PT. Temu Kencono Gunungpati - Semarang produce tangible product and half-tangible product.

In determining the price, PT Temu Kencono regards some components they are: material cost, transportation, the employee's salary, and tax.

The promotion activities that are conducted by PT. Temu Kencono are: advertisement, selling promotion, brochure and product sample.

PT. Temu Kencono uses two distribution-channels, they are: short distribution channel or direct distribution channel and long distribution channel or indirect distribution channel.

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