MARKETING MIX AT
PT. TEMU KENCONO GUNUNG PATI SEMARANG

PAPER

Presented in partial fulfillment of the requirement
For the completion of Diploma Ill 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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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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ACKNOWLEDGEMENT

At this happiest moment, I wish a paper to Allah SWT who has blessed me during the writing of my paper. I would also like to express my gratitude to my Academic and paper advisor, Mrs. Sri Mulatsih, for her patient guidance in the writing of my paper. I am sure without her help it would be difficult for me to finish my paper.

Furthermore, I would like to express my sincere thanks to the people who have given support, advise, and help to write my paper and they are as follows:

1. The Dean of Faculty of Languages and Letters of Dian Nuswantoro University, who gave permission to me to conduct this study.

2. Miss Ardini suryo Andriani, s.s. the Paper Coordinator of Diploma III study program of English language, Faculty of Languages and Letters of Dian Nuswantoro University who gave permission to me to conduct this study.

3. All my lecturers of Dian Nuswantoro University, who have taught, motivated and gave guidance during the writing of this paper.

4. The librarians of Dian Nuswantoro University and PT. Temu Kencono Gunungpati – Semarang for the permission to use some valuable references.

5. Mr. Wibi as a branch manager, the all staff of PT. Temu Kencono Gunungpati – semarang, for this help to conduct the field study at the company.

6. My parents, my brothers, and my sisters who have supported me, I will not disappoint you.

7. My future husband” fandi” you are my dream, my inspiration, who cares for me and always gives me support.
My friends Dewi, Diana, kiki, ani, nur, septi, tunggal, thank for being my best friends,

All my friends whom cannot mention one by one.

Semarang, August 8th 2006

Subiyati
This paper is entitled ‘Marketing Mix at PT. Temu Kencono Gunungpati Semarang’. It is the result of a field study that was conducted for three weeks (March 14, 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-durable 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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