

**THE PROCEDURE OF MARKETING AUDIT
AT PT. POS INDONESIA SEMARANG**

PAPER

**Presented in partial fulfillment of the requirements
for the completion of Diploma III Program
of the English Language Department
specialized in Office Management**



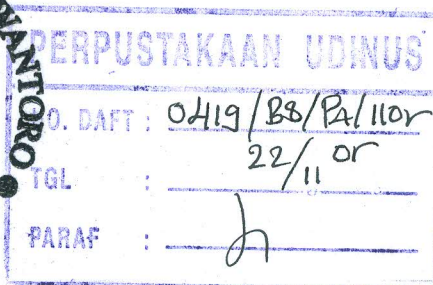
by:
Hetti Puji Astuti
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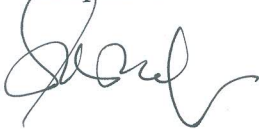
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PAGE OF APPROVAL

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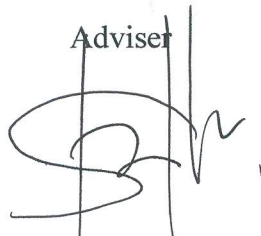
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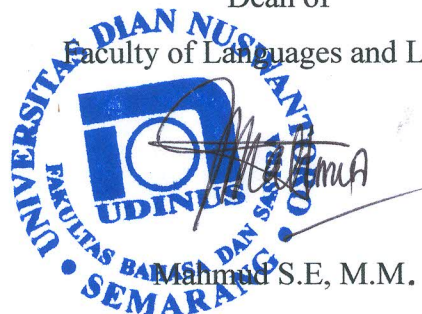


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MAHMUD S.E, M.M.

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Finally, I do realize that due to my limited ability this paper must have shortcomings. For this I welcome any suggestion and criticisms.

Semarang, Juli 2005

Hetti Puji Astuti

ABSTRAC

This paper entitled "The Procedure of Marketing Audit at PT. Pos Indonesia Semarang", is the result of field study conducted for three weeks (15th-31st March 2005) at developing department at PT. Pos Indonesia Semarang. This study aimed at describing the procedure of marketing strategy applied at PT. Pos Indonesia Semarang.

The data of the study were using collected by using interview, observation, and library research method. The interview method was conducted to get information about marketing audit in the company. The observation method was aimed at observing closely and directly the daily activity of marketing arrangement. The library research was conducted by reading books that are related with the problem.

From the data analysis, it can be concluded that the procedure of marketing audit applied in PT. Pos Indonesia Semarang can be stated:

1. The factors influencing marketing are: marketing area, substance management area, constant asset area, data decline area, security area, production area, accounting management area.
2. The frequency of marketing audit is done in interval three until five years, but for marketing productivity audit is done once a year.
3. The Procedure of marketing audit are:
 - a. Determining purpose and place that will be audited.
 - b. Collecting data by interview and questioner.
 - c. Preparing and reporting presentation data collection.
 - d. Writing report and showing it to senior official and other small group in a company.

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