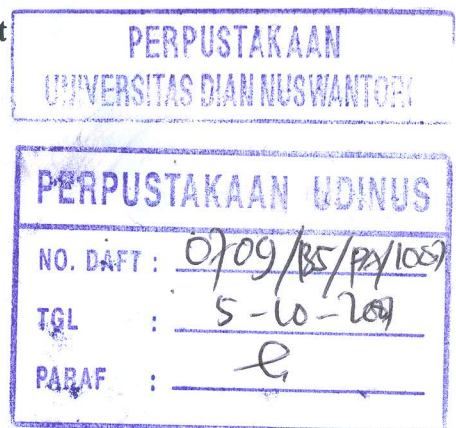


**MARKETING STRATEGIES USED AT PT. MEGAA
TATA MULIA (RAY WHITE) SEMARANG
CANDI**

PAPER

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



By :

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C21.2004.00517

**FACULTY LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG**

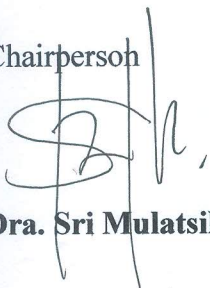
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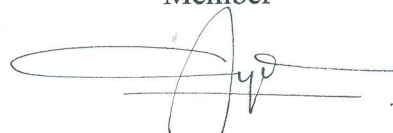
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ABSTRACT

This paper entitled “ The Marketing Strategies at PT. Mega Tata Mulia (Ray White) Semarang Candi”, is the result of field study conducted for one month (February 1st-28th 2007) at PT. Mega Tata Mulia (Ray White) Semarang Candi. This study is aimed at describing the marketing strategies that PT. Mega Tata Mulia (Ray White) Semarang Candi used especially in selling its product.

The data of this study were collected by using interview, observation and library research methods. The interview method was conducted to get information about marketing strategies. The observation method was aimed at understanding the activity of marketing strategies. The library research method was conducted to get references about marketing strategies.

From the study, it can be concluded that marketing strategies of PT. Mega Tata Mulia (Ray White) Semarang Candi based on marketing program has perspective and mission, those are :

1. Sale by exclusive agency
2. Sale by public auction
3. Sale by open linting
4. Open house

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