

CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

The successful implementation of government duties and national civil servant is due to the discipline, integrity, and good management of the government and national civil servant. Therefore, the success of the national development goals really depends on the perfection of the state apparatus. To achieve the national goals, civil servants must be qualified, professional, and responsible for their jobs. They also have to be clean from corruption, collusion, and nepotism issues.

The staff of promotion at Disperdag (Trade Office) of Central Java Province division use promotion strategy in accordance with definition of promotion.

According to Cravens (1998:77) promotion strategy is "*Perencanaan, implementasi dan pengendalian komunikasi dari suatu organisasi kepada para konsumen dan sasaran lainnya*" (Planning, implementation and communication handling from the organization to the customers and the other target).

It means that promotion is a form of marketing communication. So marketing communication is the marketing activities that try to inform, persuade and remind the target market about the company and its product, so that the target market willing to accept, buy and loyal to the product which is offered by the company.

Disperdag (Trade office) of Central Java Province uses several promotion strategy in order to succeed the promotion and to reach its goal. Promotion is one of the important factors in marketing program. With a good promotion, a company can give satisfaction to the customers and get trust from them. Promotion is a center of interest to sell the product to the customers in the market.

In the era of economic crisis and very tight competition in business, every company must find ways in order to compete and survive in the competition. To get the highest income the company needs good management and hard work. In this activity, the company must really know and understand how to satisfy the market and select market demand. In order to do it, the company must arrange good strategy in promotion.

Based on the reason above, the writer chooses the title "Strategy of Promotion at Disperdag (Trade Office) of Central Java Province."

1.2 Statement of the Problem

According to the reason for choosing the title above, the statement of the problem is "What strategies of promotion are applied at Disperdag (Trade Office) of Central Java Province?"

1.3 Limitation of the Problem

Avoiding an overwhelming discussion, this paper is limited on the overseas and local/domestic promotion strategies at Disperdag (Trade Office) of Central Java Province.

1.4 Objective of the Study

In promoting its product, Disperdag (Trade Office) of Central Java Province uses several strategies. They are carried out in order to attract as many as possible customers to buy the product. Based on the statement above, the objective of this study is to describe the strategy of promotion at Disperdag (Trade Office) of Central Java Province.

1.5 Significance of the Study

The significance that could be taken from the results of this study are :

1. For the writer

During the study, the writer gets knowledge about promotion activities at Disperdag (Trade Office) of Central Java Province.

2. For the company

With this paper the company will get suggestion from the writer about promotion activity at Disperdag (Trade Office) of Central Java Province, so that, it becomes a positive input to increase the promotion activity in the future.

3. For the university

This paper can be used as a reference for the students about promotion activity and hopefully this paper will be useful for students who are interested in broadening this study.

1.6 Implementation of the Study

To arrange this paper, the writer did the study at Disperdag (Trade Office) of Central Java Province. The study was held for about a month (21 January – 18 February, 2008), while the activities that the writer did during that field study are as follows :

Table 1.1 Implementation of the Study

No.	Date	Place	Activity
1.	21 – 22 January 2008	Promotion Department	Making introduction to office staff, reading the book about promotion
2.	23 January 2008	Promotion Department	Proccesing of data staff promotion
3.	24 January 2008	Promotion Department	Looking for information about promotion
4.	25 January 2008	Promotion Department	Typing a letter
5.	26 - 27 January 2008	Promotion Department	Doing library research

6.	28 – 29 January 2008	Promotion Department	Interviewing about the strategy of promotion
7.	30 – 31 January 2008	Promotion Department	Interviewing about the problem of the staff promotion with the staff department
8.	1 – 5 February 2008	Promotion Department	Interviewing about history at Disperdag (Trade Office) of Central Java Province
9.	6 – 8 February 2008	Promotion Department	Typing a letter
10.	11 February 2008	Promotion Department	Looking for main duties, function and organizational structure of Disperdag (Trade Office) of Central Java Province
11.	12 – 15 February 2008	Promotion Department	Completing the data about the strategy of Promotion
12.	16 – 18 February 2008	Promotion Department	Doing library research

1.7 Method of Data Collection

To write this paper, the writer used several data, while the methods used in collecting the data are as follows :

1. Observation

According to Hadi (1987:136) " Observation is a method of collecting data by observation and recording phenomena which are being examined systematically". By using this method, the writer directly observed the promotion activities at Disperdag (Trade Office) of Central Java Province.

2. Interview

According to Hadi (1987:193) interview is "*Metode pengumpulan data dengan jalan tanya jawab sepihak yang dikerjakan dengan sistematis dan berdasarkan pada tujuan penyelidikan*" (Method of data collection with one way interview, which is done systematically based on objective of the study).

In this method the writer interviewed some persons who could give any data of information concerning the company activities especially about the promotion strategies.

3. Library Research

According to Nasir (1983:3) library research is "*Metode pengumpulan data dengan menggunakan buku-buku literature yang berhubungan dengan penelitian*" (The method of collecting the data by using the books related to the study).

By using this method the writer collected data about promotion by reading the books related to the problem in this paper.

1.8 Paper Organization

The paper is organized as follows :

Chapter I : Introduction. This chapter consists of the reason for choosing the title, Statement of the Problem, Limitation of the Problem, Objective of the Study, Significance of the Study, Method of Data Collection, and Paper Organization.

Chapter II : Literature Review. This chapter consists of definition of strategy, definition of promotion, media promotion decision, objective of promotion, and promotion strategy.

Chapter III : Strategy of Promotion at Disperdag (Trade Office) of Central Java Province. This chapter consists of history at Disperdag (Trade Office) of Central Java Province, organizational structure, job description, vision and mission at Disperdag (Trade Office) of Central Java Province, and promotion strategy at Disperdag (Trade Office) of Central Java Province.

Chapter IV : Conclusion and Suggestion. This chapter consists of conclusion and suggestion.