

**STRATEGY OF PROMOTION  
AT DISPERDAG (TRADE OFFICE) OF CENTRAL JAVA  
PROVINCE**

PAPER

PERPUSTAKAAN UDINUS	
NO. DAFT.	0808/134/PP/1008
TGL	29/10/2008
PARAF	1

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



by :  
Nur Yuniarti Khamimah  
C21.2005.00571

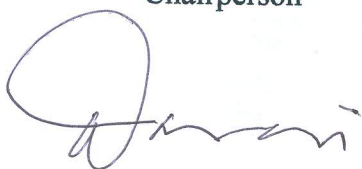
**FACULTY OF LANGUAGES AND LETTERS  
DIAN NUSWANTORO UNIVERSITY  
SEMARANG  
2008**

## PAGE OF APPROVAL

This paper has been approved by the Board of Examiners of the Diploma  
III English Language Program, Faculty of Languages and Letters, Dian  
Nuswantoro University Semarang on, July 24, 2008.

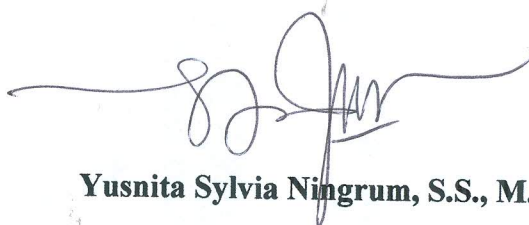
### Board of Examiners

Chairperson



**Achmad Basari, S.S., M.Pd.**

Member



**Yunita Sylvia Ningrum, S.S., M.Pd.**

Adviser

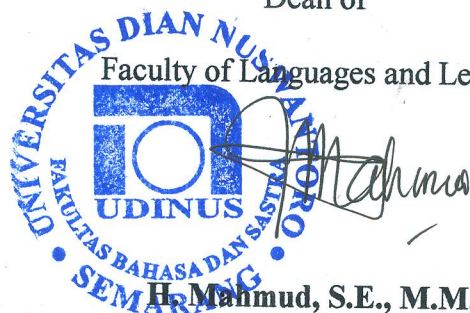


**Muhammad Rifqi, S.S., M.Pd.**

*Approved by:*

Dean of

Faculty of Languages and Letters



**H. Mahmud, S.E., M.M.**



## ACKNOWLEDGEMENT

At this happiest moment, I wish a prayer to the Almighty who has blessed me during the writing of this paper.

I would like, furthermore, to express my sincere thanks to:

1. Dean of Faculty of Languages and Letters of Dian Nuswantoro University, who gave permission to me to conduct this study;
2. Mrs. Tri Mulyani Wahyuningsih, S.S., Paper Coordinator of Diploma III Study Program of English Language, Faculty of Languages and Letters, Dian Nuswantoro University, who gave me permission to me to conduct this study;
3. Mr. Muhammad Rifqi, S.S., M.Pd., my adviser for his continuous and valuable guidance, advice and encouragement in completing this paper;
4. All lecturers at the English Department of Faculty of Languages and Letters of Dian Nuswantoro University, who have taught, motivated, and given guidance during the writing of this paper;
5. Librarians of Dian Nuswantoro University for their permission for me to use some valuable references in writing this paper;
6. All of staff at Disperdag (Trade Office) for their giving me the opportunity and valuable helps to conduct the field study at the company;
7. My dad and my mom for their motivation, my sister and all my family for their support and the best prayer for me;
8. My classmates, especially Anastha, Agatha, Sarita, Anis, Naifa, Eva, Ika, Alim, Nova, Vita, Somba, and Aulia, for their support;



9. My special thanks, Lukman, who gives me attention, suggestion and happiness. Thanks for everything;
10. Last but not least, all my friends at Dian Nuswantoro University who cannot be mentioned one by one.

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

Semarang, July 2008

(Nur Yuniarti Khamimah)



## ABSTRACT

The paper, entitled "Strategy of Promotion at Disperdag (Trade Office) of Central Java Province," is the result of field study conducted for one month (started from January 21, 2008 up to February 18, 2008) at Disperdag (Trade Office) of Central Java Province.

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

From the study, it can be concluded that the promotion strategies of product at Disperdag (Trade Office) of Central Java Province include:

1. Providing product in accordance with the demand of overseas buyers.
2. Improving the quality of product by carrying out training of marketing to UKM (Medium-Small Entrepreneur).
3. Conducting events which consist of:
  - a. Trade Fair
  - b. Trade Exhibition
  - c. Trade Mission
4. Product offering which consists of:
  - a. Executive visit
  - b. Executive call
5. Attracting the Customer which consists of:
  - a. Advertising
  - b. Marketing promotion
6. Maintaining Customer which consists of:
  - a. Giving the customers positive response
  - b. Serving the customers politely
  - c. Solving the customer's problems
  - d. Appreciating the customers
  - e. Introducing product to the customers

## TABLE OF CONTENTS

PAGE OF TITLE.....	i
PAGE OF APPROVAL.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLES.....	viii
LIST OF FIGURES .....	ix
LIST OF APPENDICES.....	x
CHAPTER I INTRODUCTION .....	1
1.1 Reason for Choosing the Title.....	1
1.2 Statement of the Problem .....	2
1.3 Limitation of the Problem .....	3
1.4 Objective of the Study .....	3
1.5 Significance of the Study.....	3
1.6 Implementation of the Study .....	4
1.7 Method of Data Collection .....	6
1.8 Paper Organization .....	7
CHAPTER II LITERATURE REVIEW .....	8
2.1 Definition of Strategy .....	8
2.2 Definition of Promotion .....	9
2.3 Media Promotion Decision.....	10



2.4	Objective of Promotion .....	10
2.5	Promotion Strategy .....	11
CHAPTER III	STRATEGY OF PROMOTION AT DISPERDAG (TRADE OFFICE) OF CENTRAL JAVA PROVINCE.....	13
3.1	History of Disperdag (Trade Office) of Central Java Province.....	13
3.2	Organizational Structure.....	14
3.3	Job Description.....	16
3.4	Promotion Strategies at Disperdag (Trade Office) of Central Java Province .....	20
CHAPTER IV	CONCLUSION AND SUGGESTION .....	26
4.1	Conclusion.....	26
4.2	Suggestion .....	27
BIBLIOGRAPHY	.....	28
APPENDICES	.....	29

## LIST OF TABLE

Table 1.1 Table of Field Activities .....	4
---	---



## LIST OF FIGURES

Figure 3.1 The Organizational Structure at Disperdag (Trade Office) of Central Java Province.....	15
Figure 3.2 Promotion Strategies for Improving Access and Extensions of Market .....	22

## LIST OF APPENDICES

Appendix 1. Letter of Field Study .....	29
Appendix 2. Evaluation of Field Study .....	30