

## DAFTAR ISI

HALAMAN DEWAN PENGUJI.....	i
PERNYATAAN KEASLIAN .....	ii
PERNYATAAN PERUSAHAAN/ORGANISASI.....	iii
KATA PENGANTAR .....	iv
ABSTRAK .....	v
ABSTRACT.....	vi
DAFTAR ISI .....	vii
DAFTAR TABEL.....	ix
DAFTAR GAMBAR .....	x
DAFTAR LAMPIRAN .....	xii
BAB I.....	1
1.1 Latar Belakang .....	1
1.2 Rumusan Masalah.....	7
1.3 Tujuan Penelitian.....	7
1.4 Manfaat Penelitian .....	7
1.5 Batasan Penelitian .....	8
1.6 Sistematika Penulisan .....	8
BAB II .....	10
2.1 Strategi Pemasaran.....	10
2.2 Bauran Komunikasi Pemasaran (Integrated Marketing Communication)....	10
2.2.1 Tujuan dan Alat Bauran Komunikasi Pemasaran.....	13
2.3 Analisis Eksternal .....	20
2.3.1 Five Forces Porter.....	21
2.3.2 Analisis Pasar.....	24
2.3.3 Analisis Perilaku Konsumen .....	26
2.4 CPM (Competitive Profile Matrix).....	29
2.5 Analisis Internal.....	30
2.5.1 Definisi STP (Segmenting, Targeting & Positioning) .....	31
2.5.2 Analisis 7 P.....	32
2.5.3 Analisis Competitive Advantage.....	33
2.6 Analisis SWOT (TOWS Matrix).....	34
2.7 Analisis Keputusan .....	37
2.8 Situs Web Berbagi Video.....	39
2.9 Pengguna Situs Web Berbagi Video.....	41
3.0 Visitor, PV ( <i>Pageviews</i> ), dan UV ( <i>Unique Visitor</i> ).....	42
BAB III.....	45

3.1 Kerangka Penelitian.....	45
3.2 Metode Penelitian.....	46
3.3 Sifat dan Objek Penelitian .....	47
3.3.1 Sifat Penelitian.....	47
3.3.2 Populasi dan Sampel.....	48
3.3.3 Teknik Pengumpulan Data.....	49
3.3.4 Jenis dan Sumber Data.....	51
3.3.5 Objek Penelitian.....	54
3.3.6 Metode Analisis Data .....	54
BAB IV.....	55
4.1 Profil Perusahaan.....	55
4.1.1 Maksud dan Tujuan Perusahaan.....	56
4.1.2 Struktur Perusahaan .....	56
4.1.3 Visi Misi Perusahaan .....	56
4.1.4 Struktur Organisasi Perusahaan.....	57
4.1.5 Gambaran Umum Perusahaan.....	57
4.1.6 MeTube.....	59
BAB V .....	60
5.1 Five Forces Porter .....	60
5.2 Analisis Pasar.....	63
5.3 Analisis Perilaku Konsumen.....	68
5.4 Analisis CPM (Competitive Profile Matrix) .....	74
BAB VI.....	77
6.1 STP (Segmenting, Targeting, & Positioning) .....	78
6.2 Evaluasi 7P.....	79
6.3 Analisis Competitive Advantage .....	82
BAB VII.....	87
7.1 Analisis SWOT.....	87
7.2 Analisis TOWS MATRIKS .....	89
7.3 Analisis Keputusan .....	94
BAB VIII .....	95
8.1 Prioritas Strategi MeTube.....	95
8.2 Implementasi Strategi Terpilih MeTube.....	96
8.3 Rencana Anggaran .....	102
8.4 Rencana Kerja .....	103
BAB IX.....	105
9.1 Kesimpulan .....	105
9.2 Saran.....	105
DAFTAR PUSTAKA .....	107
LAMPIRAN.....	110

## **DAFTAR TABEL**

TABEL 1.1 PENGGUNA INTERNET DI DUNIA .....	2
TABEL 2.1 PENGGUNA INTERNET DI DUNIA .....	41
TABEL 3.1 METODE PENGUMPULAN DATA .....	52
TABEL 5.1 ANALISIS FIVE PORTER .....	60
TABEL 5.2 ANALISIS CPM.....	74
TABEL 6.1 SEGMENTING.....	79
TABEL 6.2 ESTIMASI BUDGET MARKETING METUBE.....	83
TABEL 6.3 PRODUCT DIFFERENTIATION .....	83
TABEL 7.1 ANALISIS SWOT METUBE.....	87
TABEL 7.2 TOWS MATRIKS .....	
TABEL 7.3 STRATEGI BAURAN KOMUNIKASI PEMASARAN .....	92
TABEL 7.4 ANALISIS KEPUTUSAN .....	
TABEL 8.1 STRATEGI METUBE .....	95

## **DAFTAR GAMBAR**

GAMBAR 1.1 PENGGUNA INTERNET DI INDONESIA.....	3
GAMBAR 1.2 PERILAKU PENGGUNA INTERNET INDONESIA .....	4
GAMBAR 1.3 USER PROFILE METUBE .....	5
GAMBAR 1.4 TARGET METUBE.....	6
GAMBAR 2.1 ANALISA FIVE FORCES PORTER .....	24
GAMBAR 2.2 MARKET POTENTIAL.....	25
GAMBAR 2.3 PERILAKU KONSUMEN .....	27
GAMBAR 2.4 CDM (CONSUMER DECISION MAKING) .....	28
GAMBAR 2.5 TOWS MATRIX.....	37
GAMBAR 2.6 PERBEDAAN JENS DARI MEDIA SOSIAL .....	39
GAMBAR 2.7 PERILAKU PENGGUNA INTERNET INDONESIA .....	42
GAMBAR 2.8 SOCIAL MEDIA RANKING .....	42
GAMBAR 2.9 VISITOR, PV (PAGEVIEWS), DAN UV (UNIQUE VISITOR)	44
GAMBAR 3.1 DIAGRAM KERANGKA PENELITIAN .....	45
GAMBAR 3.2 DISTRIBUSI PENDUDUK DKI JAKARTA.....	48
GAMBAR 4.1 STRUKTUR PERUSAHAAN .....	56
GAMBAR 4.2 STRUKTUR ORGANISASI .....	57
GAMBAR 4.3 CONTENT METUBE.....	59
GAMBAR 5.1 MARKET POTENTIAL .....	63
GAMBAR 5.2 MARKET POTENTIAL.....	64
GAMBAR 5.3 MARKET POTENTIAL.....	64
GAMBAR 5.4 KOMPETITOR ANALISIS .....	67
GAMBAR 5.5 KOMPETITOR ANALISIS .....	67
GAMBAR 5.6 KOMPETITOR ANALISIS .....	67
GAMBAR 5.7 USIA .....	68
GAMBAR 5.8 NEED RECOGNITION .....	68
GAMBAR 5.9 NEED RECOGNITION .....	69
GAMBAR 5.10 SEARCH FOR INFORMATION .....	70
GAMBAR 5.11 SEARCH FOR INFORMATION .....	70
GAMBAR 5.12 SEARCH FOR INFORMATION .....	70

GAMBAR 5.13 ALTERNATIVE EVALUTATION AND SELECTION.....	71
GAMBAR 5.14 OUTLET SELECTION AND PURCHASE .....	72
GAMBAR 5.15 POST-PURCHASE PROCESS .....	72
GAMBAR 5.16 METUBE INFORMATION .....	73
GAMBAR 5.17 METUBE INFORMATION .....	73
GAMBAR 5.18 METUBE INFORMATION .....	74
GAMBAR 6.1 PROMOTION .....	80
GAMBAR 6.2 PROMOTION.....	81
GAMBAR 6.3 PROMOTION.....	81
GAMBAR 6.4 PYSICAL EVIDENCE .....	82
GAMBAR 6.5 PROCESS .....	82
GAMBAR 6.6 BRAND REPUTATION.....	85
GAMBAR 6.7 MARKETING ADVANTAGE.....	85
GAMBAR 8.1 METUBE SPACE .....	97
GAMBAR 8.2 METUBE GOES TO CAMPUS.....	98
GAMBAR 8.3 METUBE FUN FEST .....	99
GAMBAR 8.4 SAHABAT ME.....	99
GAMBAR 8.5 SPONSORSHIP AFF FUTSAL CHAMPIOSHIP 2018 .....	100
GAMBAR 8.6 JAVA JAZZ 2018 .....	100
GAMBAR 8.7 PINASTHIKA 2018.....	101
GAMBAR 8.8 CITRA PARIWARA 2018.....	101
GAMBAR 8.9 HELLO FEST 2018.....	101
GAMBAR 8.10 BERITA METUBE.....	102
GAMBAR 8.11 TIMETABLE .....	103

## **DAFTAR LAMPIRAN**

LAMPIRAN 1 .....	1109
LAMPIRAN 2 .....	1165