

DAFTAR ISI

Lembar Pernyataan.....	ii
Lembar Pengesahan.....	iii
KATA PENGANTAR.....	xi
ABSTRAK.....	xv
Daftar isi.....	iv
Daftar Bagan.....	viii
Daftar Diagram.....	ix
Daftar Gambar.....	xi
Daftar Tabel.....	xii
BAB I	1
PENDAHULUAN.....	1
1.1 Latar Belakang.....	1
1.2 Cakupan Bahasan.....	10
1.2.1 Rumusan Masalah	10
1.2.2 Tujuan Penulisan.....	10
1.2.3 Ruang Lingkup	10
1.3 Hasil dan Manfaat.....	10
1.4 Sistematika Penulisan.....	11
BAB II.....	13
TELAAH PUSTAKA	13
2.1 Definisi <i>Marketing</i>.....	13
2.2 Definisi <i>Marketing Mix</i>	13
2.2.1 Price.....	14
2.2.1.1 Lists Price	14
2.2.1.2 Discounts	14
2.2.1.3 Allowances.....	14
2.2.1.4 Payment Period.....	14
2.2.1.5 Credit Terms	14
2.2.2 Product.....	15
2.2.2.1 Product Variety.....	15
2.2.2.2 Quality	15
2.2.2.3 Design.....	15
2.2.2.4 Features	16
2.2.2.5 Brand Names	16

2.2.2.6 Packaging	16
2.2.2.7 Sizes.....	16
2.2.2.8 Services	16
2.2.2.9 Warranties	17
2.2.2.10 Returns	17
2.2.3 Promotion.....	17
2.2.3.1 Sales Promotion.....	18
2.2.3.2 Advertising.....	18
2.2.3.3 Sales Force	18
2.2.3.4 Public Relation.....	18
2.2.3.5 Direct Marketing.....	18
2.2.4 Place	19
2.2.4.1 Channels.....	19
2.2.4.2 Coverage.....	19
2.2.4.3 Assortments	19
2.2.4.4 Location	19
2.2.4.5 Inventory.....	19
2.2.4.6 Transport.....	20
2.3 Promotion	20
2.3.1 Advertising.....	21
2.3.1 Sales Promotion.....	21
2.3.3 <i>Events</i> and Experiences	22
2.3.4 Public Relation	22
2.3.5 <i>Direct Marketing</i>	22
2.3.6 <i>Interactive Marketing</i>	22
2.3.7 <i>Word-of-mouth marketing</i>	23
2.3.8 Personal selling.....	23
2.4 <i>Event Marketing</i>.....	23
2.6 Consumer Decision Making Process	26
BAB III.....	33
METODE PENELITIAN.....	33
3.1 Kerangka Berpikir	33
3.2 Metode Pengumpulan Data	34
3.2.1 Data Primer.....	34
3.2.1.1 Observasi.....	34
3.2.1.2 Wawancara.....	34
3.3 Metode Analisis Data	39
3.4 Lokasi dan waktu penelitian	39
BAB IV	40
HASIL DAN PEMBAHASAN.....	40
4.3 Proses Bisnis.....	41
4.4 Analisis <i>Marketing</i>	43
4.5 Analisis <i>Marketing Mix</i>.....	43
4.5.1 Product.....	43

4.5.1.1 Product Variety.....	44
4.5.1.2 Quality	44
4.5.1.3 Design.....	44
4.5.1.4 Features	45
4.5.1.5 Brand Names.....	45
4.5.1.6 Packaging	45
4.5.1.7 Sizes.....	46
4.5.1.8 Services	46
4.5.1.9 Warranties.....	46
4.5.1.10 Returns	46
4.5.2. Price	47
4.5.2.1 Lists Price.....	47
4.5.2.2 Discounts	47
4.5.2.3 Allowances.....	47
4.5.2.4 Payment Period.....	48
4.5.2.5 Credit Terms.....	48
4.5.3 Place	48
4.5.3.1 Channels.....	49
4.5.3.2 Coverage	49
4.5.3.3 Assortments.....	49
4.5.3.4 Location.....	49
4.5.3.5 Inventory	49
4.5.3.6 Transport.....	50
4.5.4 Promotion.....	50
4.5.4.1 Sales Promotion.....	50
4.5.4.2 Advertising.....	51
4.5.4.4 Public Relation.....	51
4.5.4.5 Direct Marketing.....	51
4.6 Analisis <i>Event Marketing</i>.....	52
4.6.7. Risk Management.....	54
4.6.3 Measuring.....	54
4.7 <i>Event Marketing</i> Bluesville.....	55
4.7.1 Brightspot Market.....	55
4.7.2 Pop Up Market.....	57
4.7.3 Wall Of Fades	58
4.7.4 THE GOODS DEPT WAREHOUSE SALE	60
4.8 Peranan <i>Event Marketing</i> Bagi Bluesville.....	61
4.9 Hambatan <i>Event Marketing</i> Bluesville	62
4.10 Evaluasi <i>Event Marketing</i> Bluesville.....	64
BAB V	125
KESIMPULAN & SARAN	125
5.1 Kesimpulan	125
5.2 Saran.....	127
LAMPIRAN	141
DAFTAR PUSTAKA	142

DAFTAR BAGAN

Bagan 3.1.....	33
Bagan 4.1.....	40
Bagan 4.2.....	41

DAFTAR DIAGRAM

Diagram 1.1.....	4
Diagram 1.2.....	5
Diagram 1.3.....	7
Diagram 4.1	56
Diagram 4.2.....	58
Diagram 4.3.....	60
Diagram 4.4.....	66
Diagram 4.5.....	67
Diagram 4.6.....	68
Diagram 4.7.....	69
Diagram 4.8.....	70
Diagram 4.9.....	71
Diagram 4.10	72
Diagram 4.11	73
Diagram 4.12	74

Diagram 4.13	75
Diagram 4.14	76
Diagram 4.15	78
Diagram 4.16	79
Diagram 4.17	80
Diagram 4.18	85
Diagram 4.19	86

DAFTAR GAMBAR

Gambar 2.1.....	13
Gambar 2.2.....	21
Gambar 2.3.....	26
Gambar 2.4.....	27
Gambar 2.5.....	29
Gambar 3.1.....	36

DAFTAR TABEL

Tabel 1.1.....	3
Tabel 1.2.....	9
Tabel 4.1.....	52
Tabel 4.2.....	82
Tabel 4.3.....	84
Tabel 4.4.....	89
Tabel 4.5.....	90
Tabel 4.6.....	94
Tabel 4.7.....	98
Tabel 4.8.....	102
Tabel 4.9.....	106
Tabel 4.10.....	110
Tabel 4.11.....	113
Tabel 4.12.....	117
Tabel 4.13.....	122