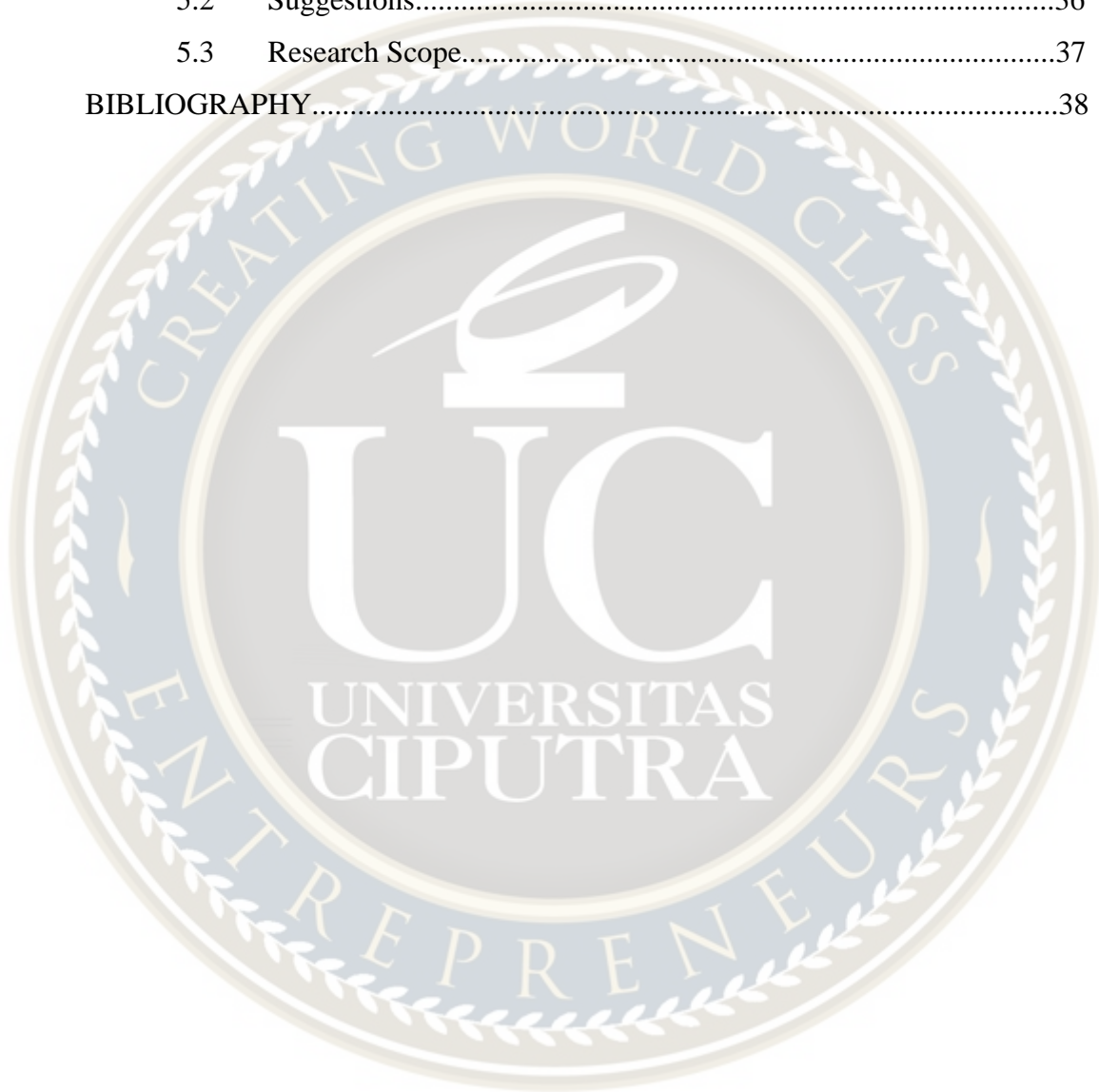


TABLE OF CONTENT

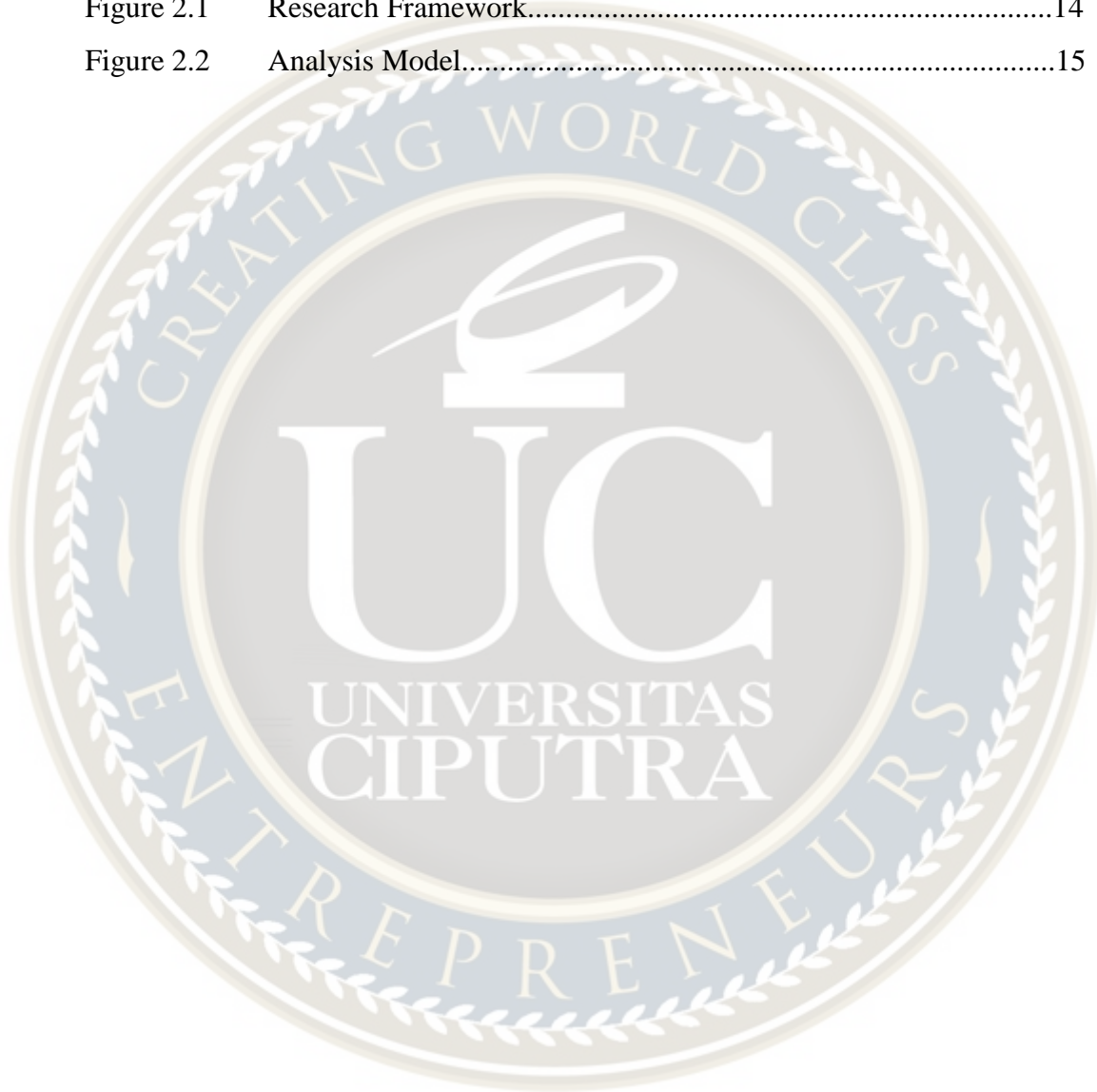
COVER.....	i
VALIDITY PAPER.....	ii
ABSTRACT.....	iii
ABSTRAK.....	iv
FOREWORDS.....	v
TABLE OF CONTENT.....	vii
LIST OF FIGURES.....	ix
LIST OF TABLES.....	x
LIST OF APPENDIX.....	xi
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Question.....	4
1.3 Purpose Statement.....	4
1.4 Benefit of Research.....	4
LITERATURE REVIEW.....	6
2.1 Previous Research.....	6
2.2 Theoretical Basis.....	8
2.3 Research Framework.....	14
2.4 Analysis Model.....	15
RESEARCH METHOD.....	16
3.1 Research Subject and Object.....	16
3.2 Data Collection Method.....	18
3.3 Validity and Reliability.....	19
3.4 Data Analysis Method.....	19
DATA ANALYSIS AND DISCUSSION.....	20
4.1 Company Profile.....	20
4.2 Data Analysis Result.....	22

4.3	Discussion.....	30
4.4	Research Implications.....	34
CONCLUSION AND SUGGESTIONS.....		36
5.1	Conclusion.....	36
5.2	Suggestions.....	36
5.3	Research Scope.....	37
BIBLIOGRAPHY.....		38



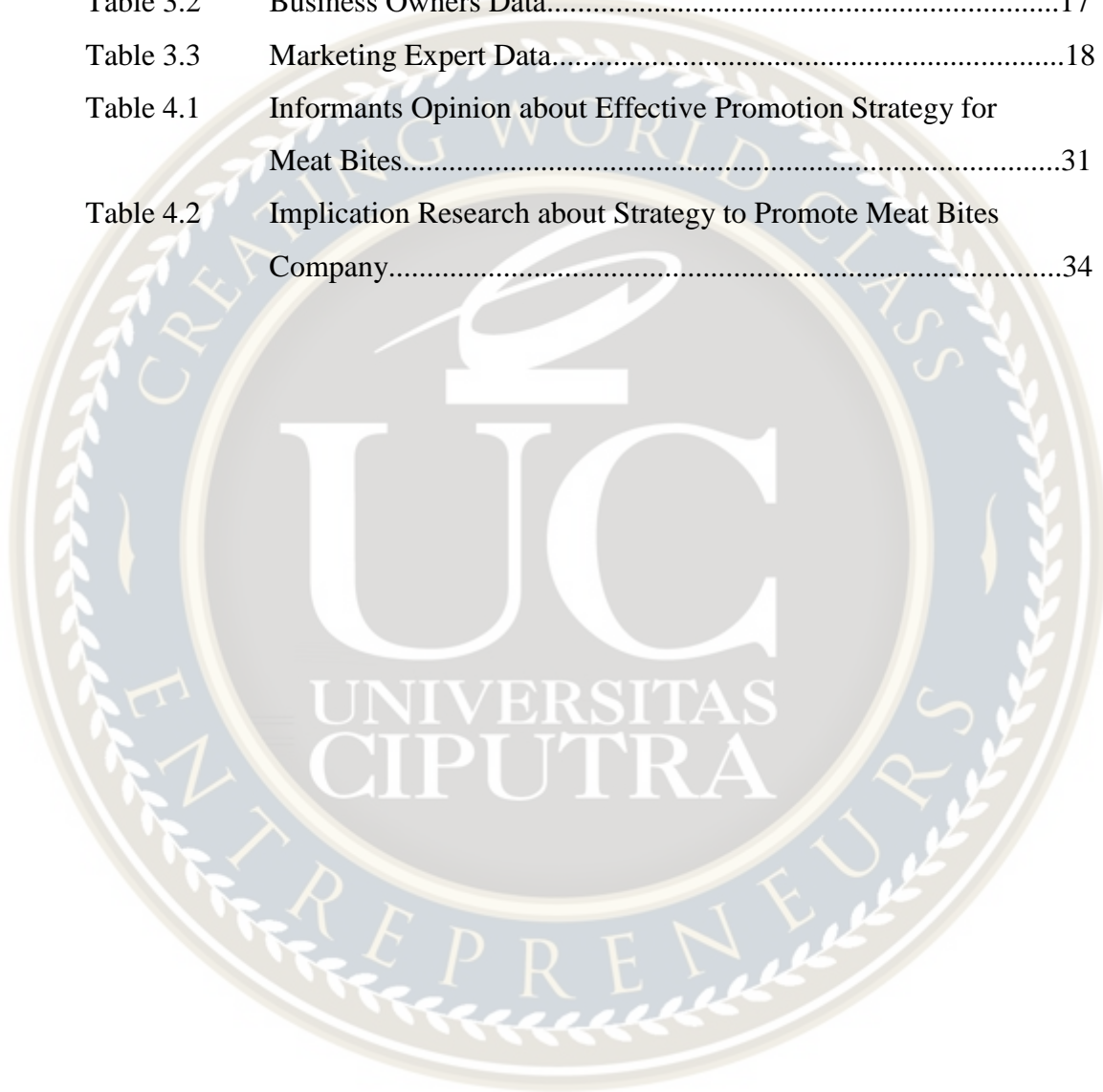
LIST OF FIGURES

Figure 1.1	Total Turnover Meat Bites July 2012 - July 2014.....	3
Figure 2.1	Research Framework.....	14
Figure 2.2	Analysis Model.....	15



LIST OF TABLES

Table 3.1	Customers Data.....	17
Table 3.2	Business Owners Data.....	17
Table 3.3	Marketing Expert Data.....	18
Table 4.1	Informants Opinion about Effective Promotion Strategy for Meat Bites.....	31
Table 4.2	Implication Research about Strategy to Promote Meat Bites Company.....	34



LIST OF APPENDIX

APPENDIX A	Guidelines For Interview.....	A-1
APPENDIX B	Guidelines For Interview.....	B-1
APPENDIX C	Guidelines For Interview.....	C-1
APPENDIX D	Interview with Customer, Albert Hansel.....	D-1
APPENDIX E	Interview with Customer, Amanda Monica.....	E-1
APPENDIX F	Interview with Owner Kassandra Pastries, Meliana Tumbelaka.....	F-1
APPENDIX G	Interview with Owner Yen pao, Tanu Sugiharto.....	G-1
APPENDIX H	Interview with Marketing Expert, Dr. Sandy Wahyudi.....	H-1

