

**THE IMPLEMENTATION OF ABOVE THE
LINE ADVERTISING IN INDOFOOD SUKSES
MAKMUR BOGASARI FLOUR MILLS
SURABAYA**



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2016

THE IMPLEMENTATION OF ABOVE THE LINE
ADVERTISING IN INDOFOOD SUKSES MAKMUR
BOGASARI FLOUR MILLS SURABAYA

INTERNSHIP REPORT

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA

To fulfill the requirements for the economy bachelor degree
International Business Management Program

By:

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2016

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Surabaya, June 1st 2016

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INTERNSHIP REPORT

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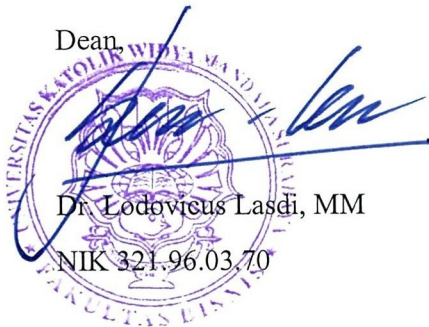
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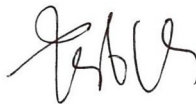
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FOREWORDS

First of all, thanks to Jesus Christ who has given His blessing to the writer for finishing this research report entitled “The Implementation of Above the Line Advertising in Indofood Sukses Makmur Bogasari Flour Mills Surabaya”. The purpose in writing this research report is to fulfill one of the requirements in accomplishing the Bachelor Degree from the Department of Business Faculty in Widya Mandala Catholic University Surabaya.

There are many individuals who have generously support the writer to improve and finish this research report. In this occasion the writer wants to say the thanks and gratitude to:

1. Robertus Sigit H. L., SE., M.Sc my one and only advisor who guide and help me finishing this research report, with full support for his time and advices so the writer can finish this research report.
2. Dr. Rey Antonio Loyola Taganas as the Head of International Business Management Program of Business Faculty of Widya Mandala Catholic University Surabaya for his full support and dedication in time and lessons for the writer.
3. Dr. Lodovicus Lasdi, SE., MM. as the Dean of Business Faculty of Widya Mandala Catholic University Surabaya and Elisabeth Suprihayanti, SE., M.Si. as the Head of Management Program of Business Faculty of Widya Mandala Catholic University Surabaya.

4. Bogasari Company along the internship program for its support to allow the writer experienced three months working there.
5. Mom, Dad, sister and brother for their full support and prayer for finishing this research report.
6. Classmates of the 1st batch of International Business Management 2012. Specially Hermawan Sasongko, Della Laksaputra, Velita Susanto, Antonius Ramlie and Dio Permana Hadi also Kevin Chua from Petra University.
7. Leonardo Halim.

The writer aware that this paper is far from perfect and will completely opens to critics and suggestion. Hopefully this research report will be useful for the readers.

Surabaya, June 1st, 2016

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ABSTRACT

The crucial role of advertising nowadays increases since the technology were running faster. From the conventional until the modern one, impacted of this new era. Since advertising is one of the ways of a company to connect with their target market, it has to be effective yet efficient delivering to them.

In Bogasari company, they had the Above the Line and Below the Line advertising. The most used advertising from the observation were outdoor and print advertising. Here Bogasari wants to create a better positioning to their target market about their product. Competing not only with the competitor but also with the customer whose nowadays very '*picky*' to choose what kind of information they want to have. Thus, in this research report were the result of observation about the advertising and also giving suggestion for their future improvement.

Keywords: Advertising, Above the Line, Outdoor and Print Advertising

ABSTRAK

Pentingnya peran dari pengiklanan di jaman sekarang meningkat sejak teknologi yang juga dengan cepat bergerak. Dari yang konvensional hingga ke yang modern, terpengaruhi oleh era baru ini. Pengiklanan adalah salah satu cara agar perusahaan tetap terhubung ke sasaran pasar mereka, dan diharuskan untuk secara efektif juga efisien dalam penyampaiannya

Di Bogasari, mereka memiliki *Above-the-Line* dan *Below-the-Line* untuk pengiklanan. Pengiklanan yang paling sering dilakukan menurut hasil observasi adalah *outdoor* dan *print advertising*. Bogasari ingin memposisikan produk mereka secara lebih baik kepada sasaran pasar. Berkompetisi bukan hanya dengan pesaing, melainkan juga dikarenakan konsumen yang terkesan memilih pada informasi apa yang mereka inginkan. Oleh karena itu, pada laporan penelitian ini adalah hasil dari observasi tentang pengiklanan dan juga memberikan saran untuk perbaikan di masa depan.

Keywords: *Advertising, Above the Line, Outdoor and Print Advertising*