

TABLE OF CONTENTS

	page
TITLE PAGE	i
FINAL PROJECT AUTHENTICITY STATEMENT	ii
ADVISOR'S APPROVAL SHEET	iii
FINAL PROJECT EXAMINER'S APPROVAL.....	iv
ABSTRACT	v
FOREWORD	vii
TABLE OF CONTENTS.....	x
LIST OF FIGURES	xii
LIST OF TABLES	xiii
LIST OF APPENDICES.....	xiv
CHAPTER I INTRODUCTION	
1.1. Background of the Problem	1
1.2. Identification of the Problem	4
1.3. Research Question	4
1.4. Purpose of the Study	4
1.5. Significance of the Study	5
1.5.1. For Academic	5
1.5.2. For Practitioners	5
1.5.3. For Social	5
1.6. Organization of the Study	5
CHAPTER II RESEARCH OBJECT	
2.1. Marketing Communication Strategy of Tokopedia	7
2.2. Tokopedia	12
2.2.1. History of Tokopedia	12
2.2.2. Vision and Mission	13
CHAPTER III LITERATURE REVIEW	
1.1. Literature Review.....	14
1.1.1. Marketing Communication	14
1.1.2. Integrated Marketing Communication	14
1.1.3. Marketing Mix 7P	18
1.1.4. Marketing Communication Strategy	20
1.1.5. Online Marketing	21
1.1.6. Mobile Marketing	23
1.1.7. New Media	24
1.1.8. Internet	24
1.1.9. Mobile Application	25
1.2. Theoretical Framework.....	26
1.2.1. Social Capital Theory.....	26
1.3. Frame of Thought	29
CHAPTER IV RESEARCH METHODOLOGY	
4.1. Research Approach	30
4.2. Research Method	31

4.3. Data Collection Method.....	32
4.4. Unit Analysis	33
4.5. Research Informant.....	34
4.6. Data Analysis Plan.....	34
4.7. Techniques of Data Validity	37
4.8. Research Limitation	38
CHAPTER V RESEARCH FINDINGS AND DISCUSSIONS	
5.1. Research Findings.....	39
5.1.1. Advertising.....	40
5.1.2. Online Marketing	42
5.1.3. Target Market.....	45
5.1.4. Promotion.....	46
5.1.5. Building Trust	49
5.2. Discussions	53
5.2.1. Marketing Communication Strategies in Offline Marketing	53
5.2.2. Marketing Communication Strategies in Online Marketing	54
5.2.3. Building Trust	60
5.3. Study Findings	64
CHAPTER VI CONCLUSION AND SUGGESTION	
6.1. Conclusion	65
6.2. Suggestion.....	66

BIBLIOGRAPHY

APPENDICES

CURRICULUM VITAE

LIST OF FIGURES

	page
Figure 1.1 Statistic for internet and mobile users	1
Figure 1.2 Tokopedia website ranking.....	3
Figure 2.1 Collaboration with influencer	8
Figure 2.2 Seller Story advertisement.....	8
Figure 2.3 Campaign <i>dimulai dari Tokopedia</i> advertisement.....	8
Figure 2.4 Interface of Tokopedia Instagram.....	9
Figure 2.5 Promotion code.....	10
Figure 2.6 Campaign #pemberiharapanpasti	10
Figure 2.7 Campaign #pemberiharapanpasti	11
Figure 2.8 Billboard Tokopedia	12
Figure 2.9 Event Tokopedia	12
Figure 3.1 Integrated Marketing Communication, Promotion Mix	15
Figure 3.2 Key features of IMC	16
Figure 3.3 Frame of Thoughts.....	31
Figure 5.1.1.2 Billboard Tokopedia	43
Figure 5.1.1.3 Event Tokopedia	44
Figure 5.1.2.2 Campaign <i>dimulai dari Tokopedia</i> advertisement.....	46
Figure 5.1.2.3 Interface of Tokopedia Instagram.....	46
Figure 5.3.1 Study findings.....	69

LIST OF TABLES

	page
Table 5.1.1.1 Informant quotation related to advertising.....	42
Table 5.1.2.1 Informant quotation related to marketing	44
Table 5.1.3.1 Informant quotation related to target marketing	47
Table 5.1.4.1 Informant quotation related to promotion.....	48
Table 5.1.5.1 Informant quotation related to trust	51



LIST OF APPENDICES

	page
APPENDIX A	
Transcript interview with Senior Business Development.....	A-1
Transcript interview with Head of Product Team.....	A-11
Transcript interview with Senior Digital Marketing Specialist.....	A-15
Transcript interview with Senior Business Promotion Strategist.....	A-23
APPENDIX B	
Lembar Monitoring Bimbingan Tugas Akhir.....	B-1
Surat Keterangan Wawancara Perusahaan.....	B-2

