

**INTERESTING MARKETING STRATEGY
INTEREST OF NEWSPAPER ADVERTISING
(Study on The PT. JOMBANG INTERMEDIA PERS -
Jawa Pos RADAR JOMBANG)**

ABSTRACT

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Newspaper advertising is a means to offer or promote a product through print media (newspapers). The increasingly fierce media competition requires an advertising marketer to remain competitive and carry out his duties in attracting consumer interest. This research is based on the results of pre-research which shows that there is a phenomenon of interest among advertisers in newspapers. This study aims to explore the existing phenomena, as well as analyze the reasons behind print media advertisements (newspapers) are still in demand by consumers. This research is a qualitative research conducted by searching for data sources through in-depth interviews conducted with 3 informants, document collection, as well as triangulation of data sources and theories conducted by researchers. The data obtained were then analyzed using open coding, axial coding and selective coding methods. The results of this study indicate that there are factors that are the reason for advertising marketers to carry out marketing strategies to attract advertisers, namely; Market Segmentation, Positioning, Consumer Confidence, Product, Price, Distribution. Promotion, People, and Process.

Keywords: *Marketing Strategy, Marketing Mix, Newspaper Advertising.*