DAFTAR ISI

<table>
<thead>
<tr>
<th>HALAMAN JUDUL</th>
<th>........................................................................................................i</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALAMAN PERSETUJUAN</td>
<td>........................................................................................................ii</td>
</tr>
<tr>
<td>HALAMAN PENGESAHAN</td>
<td>........................................................................................................iii</td>
</tr>
<tr>
<td>HALAMAN PERNYATAAN</td>
<td>........................................................................................................iv</td>
</tr>
<tr>
<td>HALAMAN MOTTO</td>
<td>........................................................................................................v</td>
</tr>
<tr>
<td>HALAMAN PERSEMAHAN</td>
<td>........................................................................................................vi</td>
</tr>
<tr>
<td>HALAMAN KATA PENGANTAR</td>
<td>........................................................................................................vii</td>
</tr>
<tr>
<td>DAFTAR ISI</td>
<td>........................................................................................................x</td>
</tr>
<tr>
<td>DAFTAR TABEL</td>
<td>..........................................................................................................xiii</td>
</tr>
<tr>
<td>DAFTAR GAMBAR</td>
<td>..........................................................................................................xiv</td>
</tr>
<tr>
<td>HALAMAN ABSTRAK</td>
<td>........................................................................................................xv</td>
</tr>
<tr>
<td>HALAMAN ABSTRACK</td>
<td>........................................................................................................xvi</td>
</tr>
</tbody>
</table>

BAB I PENDAHULUAN

1.1 Latar Belakang .............................................................................1
1.2 Rumusan Masalah ......................................................................5
1.3 Tujuan Penelitian .......................................................................5
1.4 Manfaat Penelitian ...................................................................5
1.5 Kerangka Pemikiran ..................................................................6

BAB II TINJAUAN PUSTAKA

2.1 Biro Iklan ................................................................................10
  2.1.1 Pengertian Biro Iklan .........................................................10
  2.1.2 Peran Biro Iklan ...............................................................10
  2.1.3 Pembagian Kerja Biro Iklan ...............................................12
  2.2 Account Executive .................................................................14
2.2.1 Pengertian Account Executive ............................................. 15
2.2.2 Proses Kerja Account Executive ......................................... 18

2.3. Periklanan ........................................................................... 20
  2.3.1 Pengertian Periklanan ..................................................... 20
  2.3.2 Fungsi dan Tujuan Periklanan ........................................ 24
  2.3.3 Manfaat Periklanan .......................................................... 27

BAB III METODE PENELITIAN
  3.1 Penelitian Kualitatif ............................................................. 29
  3.2 Lokasi Penelitian ................................................................. 30
  3.3 Objek Penelitian ................................................................. 30
  3.4 Sebjek Penelitian ............................................................... 30
  3.5 Sumber Data ....................................................................... 31
    3.5.1 Data Primer ................................................................. 31
    3.5.2 Data Sekunder ............................................................. 32
  3.6 Metode Pengambilan Data .................................................. 32
  3.7 Alat Pengumpulan Data ....................................................... 33
  3.8 Uji Validitas Data ............................................................... 34
    3.8.1 Triangulasi Sumber Data ............................................... 34
  3.9 Metode Analisis Data .......................................................... 36

BAB IV HASIL PENELITIAN DAN PEMBAHASAN
  4.1 Profile Tempo Media Tbk ...................................................... 38
    4.1.1 Sejarah PT Tempo Media Tbk ......................................... 38
    4.1.2 Visi dan Misi PT Tempo Media Tbk ............................... 40
    4.1.3 PT Tempo Media Tbk Jateng-DIY .................................. 41
    4.1.4 Struktur Organisasi dan Job Description ........................ 48
  4.2 Hasil Pembahasan : Strategi Kreatif Account Executive PT Tempo Media Tbk Jateng-DIY ........................................ 53
    4.2.1 Analisis Kompetitor Media Lokal ................................... 53
4.2.2 Hubungan dengan Divisi Lain……………………………………….57
4.2.3 Metode Pendekatan dengan Pengiklan…………………………...60
4.3 Pembahasan………………………………………………………………72

BAB V KESIMPULAN DAN SARAN

5.1 Kesimpulan……………………………………………………………85
5.2 Saran……………………………………………………………………87

DAFTAR PUSTAKA

LAMPIRAN
DAFTAR TABEL

Tabel 4.1 Klasifikasi Pengiklan .......................................................... 56

Tabel 4.2 Rekap Billing Tahun 2015 ................................................. 57
## DAFTAR GAMBAR

<table>
<thead>
<tr>
<th>Gambar</th>
<th>Judul</th>
<th>Halaman</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Skema Sumber Data</td>
<td>35</td>
</tr>
<tr>
<td>3.2</td>
<td>Skema Metode Analisis Data</td>
<td>37</td>
</tr>
<tr>
<td>4.1</td>
<td>Struktur Organisasi PT Tempo Media Tbk Jateng DIY</td>
<td>48</td>
</tr>
<tr>
<td>4.2</td>
<td>Hubungan Koordinasi Antar Divisi</td>
<td>59</td>
</tr>
<tr>
<td>4.3</td>
<td>Event Media Gaterring</td>
<td>64</td>
</tr>
<tr>
<td>4.4</td>
<td>Metode Penetuan Strategi Kreatif</td>
<td>72</td>
</tr>
</tbody>
</table>