LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

MANUAL FOR THESIS AND NON-THESIS WRITING

Arranged By:
Thesis Committee Bachelor Degree
STIKOM THE LONDON SCHOOL OF PUBLIC RELATIONS – JAKARTA

2017

ACKNOWLEDGEMENT

Thesis and non-thesis is one of the requirements need to be fulfilled by the students of STIKOM The London School of Public Relations – Jakarta to complete their Bachelor Degree. As a scientific work, the writing of thesis and non-thesis must follow to certain rules and guidance including the feature of theories, methods and the writing technique.

This manual was created to guide and assist the students of STIKOM the London School of Public Relations – Jakarta in writing their thesis and non-thesis. As this version has been revised from the previous guidance, it is expected that the usage of this book can give out the best guidance and format for the students' academic and scientific writing. I send my gratitude to those who contributed to arrange this manual and wish the students to a full benefit and function of it.

Jakarta, January 2017

Director of STIKOM – LSPR Jakarta
Prita Kemal Gani, MBA, MCIPR, APR (UK)

TABLE OF CONTENT

ACKNOWLEDGEMENT
TABLE OF CONTENT

CHAPTER I	**DEFINITION OF THESIS AND NON-THESIS**	1
1.1	The Basic of Thesis and Non-thesis Writing	1
1.2	The Objectives of Thesis and Non-thesis Writing	2
1.3	The Ethics of Thesis and Non-thesis Writing	2
1.4	Thesis and Non-thesis Advisor	3
CHAPTER II	**PHASES IN THESIS AND NON-THESIS WRITING**	4
2.1	Proposal Writing (Chapter I – III)	4
2.2	Thesis Writing	6
2.3	Thesis and Non-thesis Defense	6
2.3.1	Internship and Non-thesis	10
CHAPTER III	**THESIS AND NON-THESIS WRITING FRAMEWORK**	12
3.1	Opening Chapters	12
3.2	Body and Content Chapters	14
3.3	Closing and Conclusion Chapters	21
CHAPTER IV	**FORMAT AND WRITING GUIDANCE**	22
4.1	Paper Type	22
4.2	Typing Style	22
4.3	Numberings	23
4.4	Tables and Figures	24
4.5	Scientific Terms	25
4.6	Thesis and Non-thesis Thickness	26
4.7	Appendixes	26
CHAPTER V	**QUOTING RULES AND PRINCIPLES**	27
5.1	Direct Quotations	28
5.2	Indirect Quotations	30
CHAPTER VI	**BIBLIOGRAPHICAL GUIDANCE**	34
6.1	Bibliography Elements	34
6.2	Bibliography Types	34
6.3	Bibliography Writing Technique	37
Material Standardization for Non-thesis		38
APPENDIX		41

Bachelor of Arts (Honours) Degree in Communication Studies

CHAPTER I

DEFINITION OF THESIS AND NON-THESIS

1.1 BASIC WRITING FOR THESIS AND NON-THESIS

According to the decree of Ministry of National Education No. 232/U/2000 (SK Mendiknas Nomor 232/U/2000) about Guideliness for Curriculum Development and Assessment of Higher Education Students Learning Outcomes (Pedoman Penyusunan Kurikulum Pendidikan Tinggi dan Penilaian Hasil Belajar Mahasiswa) that Thesis and Non-thesis is one of the requirements for students to complete their Bachelor Degree. In Article 3 Paragraph 2 mentioned that Bahelor Degree graduates must fulfill the following requirements:

a. Posessing the scientifical basic and skill in relevant manner in order to discover, comprehend, explain and formulate a solving for the problems their particular field.
b. Be able to implement in good manner their knowledge and skill according to their relevant field within society in order to reach harmony and better living.
c. Behaving and acting properly during the work and contribution both on professional and social field.

Therefore, thesis and non-thesis is a scientific work of the students according to the research they have conducted about the problem or phenomenon based on their chosen study, interest and background. The basic writing of thesis and non-thesis is referring to international standard **Publication Manual of American Psychological Association – APA -- (2010).**

1.2 OBJECTIVES OF THESIS AND NON-THESIS WRITING

a. Fulfilling all requirements to accomplish the Bachelor Degree from STIKOM LSPR – Jakarta.
b. Mampu menuangkan buah pikiran dan menerapkan ilmu pengetahuan secara sistematis konsisten dalam bentuk tulisan berdasarkan metode ilmiah.
c. Pertanggungjawaban akademik mahasiswa terhadap ilmu yang dipelajari

1.3 THE ETHICS OF THESIS AND NON-THESIS WRITING

During the process of thesis and non-thesis writing, it righteously that the writer is aware of the rules and ethics in doing and reporting research. It is also important to keep up with honesty and obedience of both written and unwrittem set of rules in doing research. This is to prevent the work of the students being unappreciated or even accused both by society and other civitas academica.

It is a scientific offence to do one or more of the followings:

a. Plagiarism or including other people's ideas without citing the source or originator.
b. Doing and using fraud data or changing the real findings from the research field.
c. Lie about methodology.
d. Claiming the ownership other people's work.
e. Disadvantaging or harming respondents or informants.
f. Creating wrong impressions and interpretations.
g. Forcing particular subjects or person(s).
h. Falsifying signature.

The sanctions to these offences are varying from suspensions, re-writing the research from the beginning and the maximum score given is B.

1.4 THESIS AND NON-THESIS ADVISORS

Every student will be assigned a with thesis advisor, which is lecturers both full and part time in STIKOM LSPR – Jakarta.

a. Head of Thesis Committee, Thesis Coordinator, and Thesis Counselor decide the assignments of thesis advisors based on their competence.
b. Thesis advisors have commitment and time availability.
c. Thesis advisors are accounced with the approved titles proposed by each student.
d. This process applies to students who have filled in and submitted the Application Form for Thesis and Non-thesis Writing and Application Form for Thesis-nonthesis Title.
e. Thesis advisors officially signed on the Request Form for Thesis Advisor.
f. Students must be able to show Thesis and Non-thesis Counseling Form to their advisors each consultation time.
g. The process of advising for thesis and non-thesis is two semesters and allowed for one semester extension. Students are not allowed to change their advisor unless the advisor is unavailable to attend the consultation session for more than three months or has no longer a part of STIKOM LSPR Jakarta lecturers/staff.
h. The procedure of thesis advisor replacing is after the approval from Thesis Committee.

CHAPTER II

PHASES IN THESIS AND NON-THESIS WRITING

2.1 PROPOSAL WRITING (CHAPTER I – III)

Students have the right to compose thesis and non-thesis proposal ince they have completed all the followings:

a. Academic requirements for Proposal Writing.
b. Administrative requirements
c. Proposal hearing

Academic Requirements for Proposal Writing.

a. Total 5 (**FIVE**) subjects outstanding (including internship and thesis writing)
b. **Minimum C** grade for the following compulsory subjects:
   - **Statistic**
   - **Methods of Communication Research 1 (Quantitative)**
   - **Methods of Communication Research 2 (Qualitative)**
c. Grade Point Average (GPA) 2,30
d. Students who pick non-thesis, here are compulsory subjects that must be graded C in minimum:
   - **Advertising Students: Creative Advertising**
   - **Mass Communication Students: Writing & Reporting for Broadcasting**
   - **Marketing Students: Marketing Communication**
   - **Public Relations Students: PR Strategic & Tactics**
   - **Performing Arts Communication Students: Plan & Production Management**
e. Fill in the Proposal Title Application Form with 3 (three) optional/alternative titles for their thesis and non-thesis.
f. Topics suggested must be related to the study undertaken and expected to be useful to further industry. Thesis committee has

the right to decide if there is any repetition from the previous titles/research and obliged to reject the proposed title if proven so or irrelevant to communication studies.

g. Thesis and non-thesis titles which have been approved by the Thesis department will be valid for 3 semesters. If the student has not completed in 3 semester, then the students are required to apply for a new title and with the new thesis supervisor.

Administrative Requirements

a. Showing the latest academic transcript signed by Dean of STIKOM LSPR and fill in Application Proposal Form Writing signed by Dean of STIKOM LSPR and Head of Thesis Committee.
b. Registered as active student within re-registration in the applicable semester.
c. Attaching copy of Study Card of applicable semester.
d. Completing financial administration for the applicable semester.

Proposal Hearing

a. After the title's approval, students consult with their advisors to prepare for proposal hearing.
b. Research proposal is made of minimum 30 pages (for thesis) and 15 pages (for non-thesis), made in for copies for the panelists.
c. Before the hearing, students must sign for and get a slot for the hearing schedule from Thesis Administrator by filling in Proposal Hearing Form.
d. After the proposal hearing, students are given time within 2 weeks to revise their proposal and MUST submit one copy to the advisor after being checked by counselor and approved by

advisor.

e. Students who do not submit the revision on time must do the proposal hearing again.
f. Students who are not present at the proposal hearing without any excuse will be scheduled and get maximum value B+ (except for sickness, accident, family members there who died, or the Affairs of the job).

2.2 THESIS AND NON-THESIS WRITING (CHAPTER IV – V)

The requirements need to be fulfilled in order to finish chapter IV and chapter V are:

Academic Requirements

a. Pass the **Seminar of Research Proposal** subject with minimum grade C.
b. Maximum 2 (TWO) outstanding subjects.
c. GPA minimum 2,0.

Administration Requirements

a. Fill in the Application Form for Thesis/Non-thesis Writing.
b. Fill in Study Planning Card (KRS) for Thesis and Non-thesis writing.
c. Completed financial administration.
d. Attaching valid transcript showing eligibility to take the thesis and non-thesis writing for the applicable semester.

2.3 THESIS AND NON-THESIS DEFENSE

To be eligible to do the defense, student must fulfill:

1. **Academic requirements for thesis and non-thesis defense.**

    a. Fulfilling the subject credit up to 139 SKS.
    b. Completing thesis and non-thesis writing with approval from thesis advisor and counselor.
    c. Submitting 4 (FOUR) soft cover of thesis and non-thesis to Thesis Committee two weeks before the defense schedule.

2. **Administrative requirements for thesis and non-defense.**

    a. Filling in Application Form for Thesis Defense.
    b. Academic transcripts have evidence last passed Dean STIKOM-LSPR.
    c. Attaching required documents.
    d. Completing financial administration until the ongoing semester.
    e. Finishing library administrative requirements by attaching statement letter from the library. Any fraud will be given penalty.
    f. Schedule of defense will be announced every beginning of the month.
    g. Thesis defense briefing is compulsory for students to attend.
    h. Students are obliged to follow the briefings before thesis and non-thesis briefing.

3. **Thesis and non-thesis defense**

    a. Student must come to the venue from the early session no matter which session they are scheduled at.
    b. Students must prepare the presentation material for 10-15 minutes duration in a soft copy (via flash disk)

c. During the defense, students must follow the dress code. Male students wear long sleeved white shirt with suit and tie and black pants. Female students wear white blouse with blazer and black skirt (knee length). B
d. Both female and male students must wear black shoes.
e. For non-thesis group defense participants presenting together in Compact with a duration of 10-15 minutes. After the presentation done it will be done question and answer session between the Panelists with the members of the group individually.
f. After the defense, students must report to Thesis Bureau for the preparation of the graduation.
g. Students are NOT ALLOWED to bring their mobile phone during thesis defense.

Grading System for Thesis and Non-thesis Defense

a. Examiners composition for thesis and non-thesis defense is: Chairman, Expert examiner and Thesis Advisor.
b. Duration of defense is more or less one hour.
c. Grading system for thesis consists of:
    - Presentation skill (15%)
    - Language and Ethics (10%)
    - Originality (15%)
    - Relevance with communication studies (20%)
    - Content quality (40%)

d. Grading system for non-thesis consists of:
    - Presentation skill (15%)
    - Language and ethics (10%)
    - Originality (20%)
    - Relevance and Applicability of project (40%)
    - Non-thesis content (15%)
e. The result of the defense is announced by the Chairman at the end of the defense.

f. Students who pass are those who graded the scale B - A or equal to 70 -100).
g. After announced pass, students must complete and submit the revision maximum within a month time. Those who graded A and A- must submit hard cover and CD. Those who graded B+, B and B- must submit only CD.
h. Any failure of submission from the time stated, students must do the defense again.
i. Students who graded lower than B- (scored less than 70) is stated fail
j. Students must redo the thesis and non-thesis writing by paying Rp. 1.000,000 for administration fee.
k. After failing the thesis and non-thesis within 14 semesters degree programme, students are stated drop out from STIKOM LSPR Jakarta.

Hardcover Submission

a. Students who have passed the defense must submit the revision in form of one hard cover and CD (for A and A- graded) and only CD (graded below A-) to Thesis Bureau to be stored in the library, thesis department documentation and for thesis advisor.
b. The thesis and non-thesis revision must be approved and checked by thesis counselor and thesis advisor.
c. Students who fail in submission of the revision must redo the defense also with the applicable administration fee.

Certificate Printing

a. Students need to fill in graduation form application and collect black and white photograph sized 4 x 6 cm (three pieces), in formal attire like the defense day.
b. The copy of high school certificate that has been legalized by the authorized principals of the

school/institution.

c. One photograph sized 4 x 6 (coloured) with RED background to be put in the year book.

Thesis and non-thesis extension

a. Within a year preiod (two semesters), if students cannot complete their thesis and non-thesis, with the approval of thesis advisor, they can extend the research period by filling in Thesis and Non-thesis Extension Form.
b. Attaching the latest transcript signed by Dean.
c. Attaching the copy of Study Card of the ongoing semester.
d. Completing financial administration for the ongoing semester
e. Students who have not re-registration are not allowed to do any thesis and non-thesis consultation and the defense.
f. Within three semesters period, any student who has not finished the thesis and non-thesis is obliged to propose a new research title and will be appointed with a new advisor.

2.3.1 INTERNSHIP AND NON THESIS

If there is any internship project that wanted to be transferred into non-thesis project must fulfill the following conditions:

1. Student who wants to do individual internship must be allowed to continue his/her project as a non-thesis project.
2. Students who undertake the project as a group in a same company/institution is not allowed to continue that project as a non-thesis project.
3. Students who undertake the internship as a group within a company are allowed to transfer the project to become a non-thesis as long as the topics or research objects between them are different and distinctive. For example: within an internship group, there are three PAC students doing a project, and then each of them must pick different topics or research focus.

4. Students who undertake a group internship in a company but different major are allowed to continue their internship project as a non-thesis. For example: if there's an event held by a group of students from different majors, they can pick the non-thesis from different point of view according to their concentrations.

CHAPTER III

THESIS AND NON-THESIS WRITING FRAMEWORK

3.1 OPENING CHAPTERS

1. Cover page (see example)
   a. Logo STIKOM LSPR (**new logo**)
   b. Title
   c. The propose of thesis and non-thesis writing
   d. Year of thesis and non-thesis completion

2. Blank sheet
   As separator from the cover to the content.

3. Inside cover page
   Containing the main cover page but in white paper and followed by yellow separator page containing STIKOM LSPR logo.

4. Thesis and non-thesis approval form
   This page contains student's name, student's number, research title and signatures of thesis advisor and thesis counselor. Unnumbered page and made by the student (see example)

5. Thesis and Non-thesis Letter of Confirmation
   This letter consists of the time and date of defense and signed by the panelist on the defense day. Students can collect this

letter in the Thesis Bureau after submitting the final revision from both advisor and counselor. After this letter, white separator sheet with STIKOM LSPR logo followed.

Note: *the numbering of these following pages (until the chapter) is using i, ii, iii, and so on…..*

6. Abstract (in Bahasa and English)
   The extract and essence of the research with BMRI (Background, Method, Result and Implication) format. Written in one paragraph in single space. Also include keywords below the paragraph.

7. Acknowledgement
   Short statements about the research and dedications from the author to the people who have helped and contributed to the result of the thesis and non-thesis. Total page must not exceeded from two pages and using proper language without slang. Followed by yellow separator sheet with STIKOM LSPR logo.

   **Note:*
   On thank you note, add period and comma after the degree title.

   Example:
   Mrs Prita Kemal Gani, MBA, MCIPR, APR (UK)., Director of STIKOM The London School of Public Relations - Jakarta.

8. Table of Content
   To give the thorough perspective of the content in the thesis and non-thesis, chapter and sub-chapter must be used with tidy format including page numbers for each chapter. Followed by yellow separator sheet with STIKOM-LSPR logo.

9. List of Table and Figures
   If there are more than one tables and figures within a thesis and non-thesis, it is a must to include the list of these tables and

figures including the chapter and page numbers. Followed by yellow separator sheet with STIKOM-LSPR logo.

10. List of Appendixes
    List of appendixes is made to indicate that there are more than one appendix. Followed by yellow separator sheet with STIKOM-LSPR logo.

It is ALLOWED to use two-sided paper as long as the margins and spacing are kept tidy.

3.2 BODY AND CONTENT CHAPTERS

Title: short, less than 12 words, specific, reflects the content of the research and containing keywords in abstract.

Sample of title format:

THE CONSTRUCTION OF A POLITICAL ICON: A SEMIOTIC ANALYSIS OF SOEHARTO'S IMAGE THROUGH PHOTOGRAPHS TAKEN FROM THE JAKARTA POST 28 JANUARY 2008 EDITION

**Note:*
- It is allowed to use only one big main title without sub topic.

A. Quantitative Research Framework

Topic: fact from research object has objective reality

CHAPTER I INTRODUCTION

1.1 Research Background
    Containing the elaboration of data and fact about phenomenon or problem, identification must be focused to real problem and its relevance to communication studies.

1.2 Problem Formulation

Written in question format to scope down the object and method of research that will be used in the research.

1.3 Research Objectives

To define the reprocity, feasibility and focus of the research, a set of objectives is needed to achieve the goal of the research.

1.4 Research Significances

1.4.1 Academic Significances (contributing something to the development of communication studies)

1.4.2 Practical Significances (contributing to the institution, real field or organisations)

1.5 Writing Framework (briefly explain what every chapter is about)

CHAPTER II THEORETICAL FRAMEWORK

2.1 Previous communication researches. (choose relevant and current communication journals that can be used to analysed and be compared with ongoing research)

2.2 One or two theories constructed and critically used as a base to analyses the aimed research problem. Suggested to be taken from the original books or sources and not from other quoter or translator. Pick a renewed theory that can be comprehend and elaborated in critical level, not just in definitive form.

2.3 Theoretical Framework is a figure giving illustration of how the research will be done; from the problem, relevant theories and suggested method to reach the result and conclusion.

2.4 Hypotheses

CHAPTER III RESEARCH METHODOLOGY

3.1 Research method (does not give definition but explain how that will help the writer analyse the result of the research. Also include why the research needs certain paradigm and certain approach)

3.2 Sample and Population (explain the steps, not the definition)

3.3 Data Collection Research (describe the activity, not the definition and types)

3.4 Data Analysis Technique (descriptive, correlative, regression,

etc)

3.5 Variable Operationalisation (refer to the theory, consists of variables, dimension, indicators and scaling method) – **made in table format**

3.6 Instruments Test (including validity and reliability test, the raw numbers' result should be included in ppendixes)

3.7 Time and Place of Research (make a timetable hence it can be achieved in timely manner)

3.8 Research limitation is the limit of context and methodology covered on the research. `

CHAPTER IV ANALYSIS AND DISCUSSION

4.1 Whole picture of the research object, informants and respondents.

4.2 The result of data findings in form of analysis and interpretation or hypotheses test.

4.3 The discussions about the analysis and how they are related to the theory stated in chapter II

CHAPTER V CONCLUSION AND RECCOMENDATIONS

5.1 Conclusion

It is NOT SUMMARY of what has been written from chapter I to IV, but it is the synthesis in short passage to claim whether or not the research question and objectives have been answered by the research.

5.2 Recommendation

Academic recommendation is aimed to enhance future scholars who want to conduct the relevant research in the same area. Meanwhile practical recommendation is something applicable to the relevant institution or organization based on the research result.

BIBLIOGRAPHY

Minimum 15 text books from the alst ten years of the thesis writing (not including journals, magazines and other sources). All references written IN ONE SECTION ONLY in alphabetical order. (see example)

B. Qualitative Research Framework

Topic: specific, in-depth and deeply exploring a phenomenon.

CHAPTER I INTRODUCTION

1.1 Research Background

Containing the elaboration of data and fact about phenomenon or problem, identification must be focused to real problem and its relevance to communication studies.

1.2 Problem Formulation

Written in question format to scope down the object and method of research that will be used in the research.

1.3 Research Objectives

To define the reprocity, feasibility and focus of the research, a set of objectives is needed to achieve the goal of the research.

1.4 Research Significances

1.4.1 Academic Significances (contributing something to the development of communication studies)

1.4.2 Practical Significances (contributing to the institution, real field or organisations)

1.5 Writing Framework (briefly explain what every chapter is about)

CHAPTER II THEORETICAL FRAMEWORK

2.1 Previous communication researches. (choose relevant and current communication journals that can be used to analysed and be compared with ongoing research)

2.2 One or two theories constructed and critically used as a base to analyse the aimed research problem. Suggested to be taken from the original books or sources and not from other quoter or translator. Pick a renewed theory that can be comprehend and

elaborated in critical level, not just in definitive form

2.3 Theoretical Framework is a figure giving illustration of how the research will be done; from the problem, relevant theories and suggested method to reach the result and conclusion.

CHAPTER III RESEARCH METHODOLOGY

3.1 Research method (does not give definition but explain how that will help the writer analyse the result of the research. Also include why the research needs certain paradigm and certain approach)

3.2 Informants or analysis unit (explain the reason why picking these informants or analysis unit and elaborate how did the researcher choose them)

3.3 Research Focus (refer to the theories in chapter II as the focus limitation for the research, usually consists of research object, elements, and evidence that formulated in a table)

3.4 Data Collection Method (describe how the data will be collected)

3.5 Data Analysis Method (use qualitative method such as framing analysis, semiotics, content analysis, and Miles and Huberman interactivity model, Spradley taxonomy, etc.)C For example: Interactivity model by Miles and Huberman uses data collection – data reduction – data display and concluding the findings.

3.6 Reliability test method (use triangulation or trustworthiness: credibility, transferability, dependability, confirmability). If there is no test included, justify the reason.

3.7 Time and Place of Research (make a timetable hence it can be achieved in timely manner)

3.8 Research limitation is the limit of context and methodology covered on the research, NOT what the RESEARCHER WAS UNABLE TO COLLECT OR DO.

CHAPTER IV ANALYSIS AND DISCUSSION

4.1 Whole picture of the research object, informants and respondents.

4.2 The result of data findings in form of passages, direct quotations and interview bites.

4.3 Discussion on how the analysis and theories in chapter II are relevant and solvable.

CHAPTER V CONCLUSION AND RECCOMENDATIONS

1.1 Conclusion

It is NOT SUMMARY of what has been written from chapter I to IV, but it is the synthesis in short passage to claim whether or not the research question and objectives have been answered by the research.

1.2 Recommendation

Academic recommendation is aimed to enhance future scholars who want to conduct the relevant research in the same area. Meanwhile practical recommendation is something applicable to the relevant institution or organization based on the research result.

BIBLIOGRAPHY
(SEE REFERENCING RULES AND EXAMPLES IN CHAPTER V AND VI)

C. NON-THESIS WRITING FRAMEWORK

NOTE: Scientific paper in non-thesis format was ruled in Scientifical Ordinance from Ministry of National Education no. 232/2000

CHAPTER I INTRODUCTION

1.1 Research Background

Containing any problems that can be solved or handled through a real and executed concept based on data, fact, previous research, and pre-research interview.

1.2 Project Plan Formulation

This section shows the main problem solving formula. (example: how to create a communicative teenager magazine in an Islamic boarding school?)

1.3 Project Objectives

Describe the objectives of making the concept in the formulation of project can be executable and achievable.

1.4 Project Significances

1.4.1 Academical Significances

1.4.2 Practical significances of this project.

1.5 Writing Framework

CHAPTER II CONCEPTUAL FRAMEWORK

2.1 Reference or previous project that can be used to inspire and related to the planned project. It is encouraged to use current issues or version of projects to stress the gap and distinction from the planned project.

2.2 Theories to be used as the ground thought and justification to implement the concept in the project.

CHAPTER III EXECUTION STEPS

3.1 This section discusses the procedures based on theory and scientific references on how to reach the targeted audience. Example: the steps of producing newspaper and proposed features and rubrics.

3.2 Project Limitation

To illustrate the researcher's role in making the project.

CHAPTER IV IMPLEMENTATION

Containing the elaboration of implementation based on formulation and steps described in chapter II and III. In this section, the researcher has arrived to the level of making the dummy or sample or prototype of the suggested concept.

Example for communication media:

4.1Public Relations (launching, exhibition, press release, etc)

4.2Marketing: marketing concept

4.3Advertising (promotional activity, TVC, Signage etc.)

4.4Mass Communications (magazine formatting, film TV feture,

radio programme, short movie)

4.5 Performing Arts Communication (drama script, theatre performance, song composing)

CHAPTER V PROJECT CONCLUSION

5.1 Recommendation

5.2 Implication

BIBLIOGRAPHY

Minimum 15 text books from the last ten years of the thesis writing (not including journals, magazines and other sources). All references written IN ONE SECTION ONLY in alphabetical order. (see example)

3.3 CLOSING CHAPTERS OF THESIS AND NON-THESIS

Including appendixes that supports the main data of thesis and non-thesis

1. Questionnaire sample, interview transcript, and data source.
2. Statement letter from the organization, respondents or institution stating that the research has been done in their premises.
3. Integrity and Statement of Originality Letter signed and sealed in Rp. 6000 stamp.
4. Author's Curriculum Vitae in short passage and a formal photograph of the author
5. Observation notes
6. Validity and reliability test result
7. Supporting data source containing articles, photos, rating, pricing list, press release, etc.

CHAPTER IV

FORMATTING AND WRITING GUIDANCE

4.1PAPERS

Soft cover and hard cover papers for thesis and non-thesis must use A4 (210x297 mm, 80 gr) and two-sided is allowed
For cover, use cream paper concorde type and laminated.

4.2 TYPING INSTRUCTION

1. Letters
   For ALL script, use Arial font size 12pts, double spaced.

2. Number and numberings
   a. Counting and total amount are typed in numbers. (Ex: *total number of magazine oplague is 10.000 exemplars*). Numbers in the beginning of a sentence use words (ex: *Twenty students out of thirty claimed that communicating with teachers* ……)
   b. Decimal numbers are marked with the comma, not a point (ex: *selling price per unit Rp 1.176,50.*)
   c. A unit declared with official abbreviation without a period after. (ex: m, g, kg)

3. Spacing
   Spacing between two row sentences is double, no space between paragraphs. Use single space for direct quotations, tables/figures and more than one row reference.
   Line spacing options: left, right, before, and after = 0

   Typing margin:

Upper:	4 cm
Bottom:	3 cm
Left:	4 cm
Right::	2,5 cm (*Justify text*)

4. New paragraph
   For new paragraph opening, use one indented tab and each paragraph must contain minimum 5 (five sentences).

5. Title, sub titles, chapters, and sub chapters.
   a. Title is written in capital letters, symmetrical in centre alignment and without period. If more than one row, use single spaced inverted pyramid format for alignment (see sample in ppendixes)
   b. Sub title written in capital letters, symmetrically adjusted in centre alignment, single spaced in inverted pyramid format without period. Use colon to separate between main and sub title.
   c. Chapters and sub chapters written from left alignment and in bold. Only the first word's letter is capital and use no period at the end of them. First sentence after the sub chapters is a new indented paragraph.

4.2 NUMBERINGS

Page

a. From cover to thesis and nonthesis approval form do not have page numbers.
b. Opening chapters from abstract until list of ppendixes use small roman numerals (i,ii,iii,etc…….)
c. Main chapters from chapter I to ppendixes use normal page numbers from 1, 2, 3, and so on.
d. All page numbers in main chapters are placed in right top corner except for chapter beginning where page numbers are placed in centre bottom page. Page number margins are 2.5 cm from right side and 1.5 cm from top side.

4.3 TABLES AND FIGURES

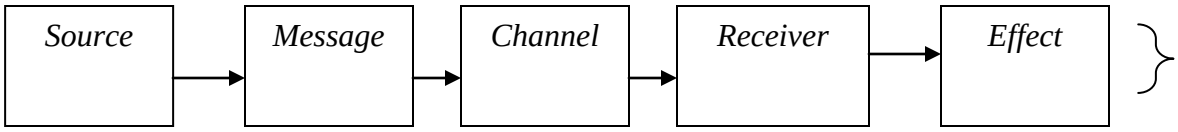
Tables and figures are given number according to Arabic format based on the appearance of that table in particular chapter. (see example) Table and figures display are ruled as below:

1. Table
   a. Table is placed symmetrically in the paper according to page margins.
   b. Letters and numbers must be typed and the columns and rows must be arranged as proper as possible to ease the reader understand them.
   c. Table must follow the margin line hence the display does not exceeded the page margin.
   d. Table column must be placed alongside the paper length.
   e. It is allowed to put table in the middle of the page as long as the spacing between the tables and the paragraphs is doubled.
   f. Table number and titles are placed ABOVE the table with single space. Table source is placed in the BOTTOM OF THE TABLE.
   g. It is allowed to use bigger paper for extended tables as long as it is put in the ppendixes.
   h. Pick important and relevant data hence the table can show the most significant and simple display of the data.

2. Figures
   a. Figures are placed symmetrically in every page following the margin and spacing from the page and text around them.
   b. Bigger pictures or figures exceeding the margin limit should be included in the ppendixes.
   c. Figures below are not allowed to be placed in the body chapter of thesis and nonthesis:

1. Images in graphic paper
2. Images from other paper and sticked to the thesis and non-thesis page.

SAMPLE OF TITLE, TABLES AND FIGURES FORMAT AND SOURCES:



Arial 12, 1 Space

Figure 1. Communication Model S-M-C-R-E, from Ruslan (2006, p.102)

Table 1. Respondents Characteristic Based on AgeN = 40

Age	Frequency	%
36 - 40	26	65
41 - 45	10	25
46 - 50	4	10
Total	40	100

Source : Primary Data, 2013

Description of the numbers in the tables are placed on the top left, while the information resources on a Table placed in the bottom left Line.

***vertical lines omitted**



Figure 2. Twitter Conversation, from Penyebaran Kosakata, 3 March 2012

4.4SCIENTIFIC LANGUAGE

1. Language usage
   The using of Bahasa Indonesia must be in formal and official form and the diction must be clear and proper.

2. Terms
   The terms used in thesis and non-thesis must be Indonesian version of translated language. Any foreign terms or language used must be written in *italic*.

3. Things to avoid
   a. The usage of first person and second person such as: I, us, you and them. Try to use passive sentences and point of person.
   b. The improper using of conjunction like: but, and because in the beginning of the sentence.
   c. The use of improper preposition
   d. The using of wrong punctuation

4.5 THESIS AND NON-THESIS THICKNESS

Thesis has minimum 60 main pages and 30 pages for non-thesis (excluding the appendixes)

Composition for thesis and non-thesis:

1 Cover page
2 Thesis and non-thesis approval form
3 Thesis and non-thesis confirmation form
4 Abstract (in English)
5 Acknowledge
6 Table of Content
7 List of Tables
8 List of Figures
9 List of Appendixes
10 Main body (chapter I – V)
11 Bibliography
12 Appendixes
13 Research Confirmation Letter
14 Integrity and Originality Statement Letter
15 Statement for Publication Agreement (Non-Thesis)
16 Biography

4.6 APPENDIXES

All appendixes must be given number, title and page number. All the abbreviations must be explained and do not include irrelevant papers or data.

CHAPTER V

QUOTING RULES AND PRINCIPLES

Every scientific paper needs references and evidence or proof from previous scholars, writers and researchers in certain field. These references can be taken and quoted from many sources; therefore the sources used must be reliable, accurate, trackable and hold an account of responsibility.

Referencing in thesis and non-thesis can be used by paraphrasing, direct or indirect quoting and must be followed by the inclusion original source. In referencing, it is obliged to write the year, page and author's name.

Below are the set of rules and guidance in quoting references from various sources.

**quoting from Wikipedia is highly NOT recommended because the reliability is questioned as everyone can edit the content. Use the footnotes in Wikipedia page instead.*

**Quotation and reference from relevant blog can only be included in chapter I*

5.1DIRECT QUOTATIONS

Direct quotation is taken from one or more written source directly without editing the content at all, follow this direction:

1. Short direct quotation, less than 4 rows (less than 40 words) use:
   - The quotations to be integrated with the text
   - Spacing between the rows is still double
   - Period mark (.) is placed after source sentence.
   - After the quotation, author's LAST NAME and year of

publication and page number followed.
- Author's name can be written in the beginning, middle or end of sentence.

Example:
"It is understood that presenters who support new regulations in Indonesia are moving towards a fully commercial intention and orientation" (Sudibyo, 2009, p. 17).

or

Subdiyo stated that mengatakan bahwa It is understood that presenters who support new regulations in Indonesia are moving towards a fully commercial intention and orientation" (Sudibyo, 2009, p. 17).

If the quotation is taken from online source, then page numbers changed with paragraph numbers. Example:

Jones and McGinn (2007) stated that "the existence of extraterrestrial beings is possible due to the vastness of the universe" (para. 4).

2. Direct quotation more than 4 rows (more than 40 words). Here are the rules:
   - The quotation is separated from the text with double space.
   - Spacing between the rows (sentence) in that quotation is single.
   - Period mark (.) is placed after source sentence.
   - After the quotation, author's LAST NAME and year of publication and page number followed.
   - It is allowed to put or not to put quotation marks (") before and after the sentences.
   - All quotations put into single tab; if the quotation starts in

new paragraph, it should be put in another single tab.

Maximum length for direct and indirect quotation is no longer than half page.

Example:

"We are now certainly all aware of the many examples which theresearch referred to earlier has unearthed about how world-wide audiencesoften reinterpret "foreign" media materials according to local cultural grids, and that remains a crucial insight. However, there is no good reason why this should lead us to neglect the fact that, on the whole, it is still mainly North American programs that people are busily "reinterpreting."". (Morley, 2006, p. 107)

or

Mazurana, McKay, Carlson, and Kasper (2002) mentioned that

> between 1990 and 2002, girl soldiers were present in fighting forces and groups in 54 countries. Of those 54 countries, girl soldiers were involved in armed conflicts in 36 of these countries between 1990 and 2002 . . . . In all 36 countries where girl soldiers were involved in armed conflicts, the conflicts were internal wars. In other words, girl soldiers were engaged in armed conflict within a country's borders. In addition, girl soldiers were participants in international armed conflicts (fighting between or among nations) in several of these 36 countries, including Lebanon, Macedonia. (p. 103)

The data presented here suggests that women's active involvement in armed conflict is a common phenomenon around the world especially in the 20th century.

5.2INDIRECT QUOTATION

Indirect quotation is paraphrased form of other people or author's thoughts, ideas, or other sources. To use indirect quotations, please follow these rules:

- The quotation is integrated with the text
- The spacing between sentences (rows) is doubled.
- After the quotation, author's LAST NAME and year of publication followed.
- Author's name can be written in the beginning, middle or end of sentence
- It is allowed to use or not to use page numbers in the quotations.

Example:

In his account of the Nationwide research, Turner concludes that the attempt there to tie differentiated readings to gross social and class determinants was a failure and indeed that, as matter of principle, the very attempt to make empirical connections between social position and modalities of media consumption is "a waste of time" (Turner, 1990).

Or

The motives of women's participation in armed conflict, according to Sørensen (1998), are not any different than those of men's.

5.3Quotation with more than two authors, both of last names written with the year of publication and page numbers. Example:

Mazurana and McKay (1999, p.25) believe that . . .

or

(Mazurana & McKay, 1999, p.25)

5.4 Quotation with more than three authors, all last names written with the year of publication and page numbers. Example:

In the beginning of paragraph:

- Negy, Shreve, Jensen, and Uddin (2003, p.44) claimed that . . .
- According to the investigation . . . (Negy, Shreve, Jensen, & Uddin, 2003, p.44)

In the next paragraph:

- Negy et al. (2003, p.44) stated that . . .
- The research revealed that . . . (Negy et al., 2003, p.44).

5.5 Quotation with more than three authors, only one author's last name written followed with et al, then followed by with the year of publication and page numbers. Example:

Weston et al. (2001) suggested . . .

5.6 Quotation with organisation or institution. Example:

United Nations Educational, Scientific and Cultural Organization (UNESCO, 2005)

5.7 If there's no name known or included in the source, use the title and year of publication. Examples from newspaper and magazine:

According the article "Pengangguran Biang Frustrasi" (2006), unemployment has become a source of frustration among the residents of the province

or

… of Arjuna's character (Fragment Stories of Mahabharata, 2005).

If there's an author name, then write: Marshal (2013)

5.8 For any other references from other sources, written:

Williams (in Newman, 2000, p.33) stated that .....

5.9 For no date and year available, write "n.d" atau "no date":

These strategies have been successfully used . . . (Browning, n.d.).

5.10 Quotations from interview transcript only can be written inside the content of the chapter, not in the bibliography. Example:

"How to be media savvy in this era of transparency" (N. Wattimena, pre-research interview, 5 December 2011).

5.11 Quoting internet source, based on the update time, not the access time:

E-Journal: (Wang & Hu, 2011, p. 52)
Blog, online forum, dan mailing list: (Bowman, 2011, April 19)
Web page: (Cellini, n.d.)

5.12 Music recording quotation: (Dewa 19, 2006, track 5)

CHAPTER VI

BIBLIOGRAPHICAL GUIDANCE

Bibliography is a list of references both books, articles, and other publications used by people or organisation to help constructing thesis and non-thesis content.

6.1 BIBLIOGRAPHY ELEMENTS

1. Author's name is quoted in full
2. Full title of the book
3. Publication data; year, city of publication, volume or edition and publisher's name.
4. For article (scientific journal, magazine, newspaper articles) must contain the title and date and time of the article published.
5. Years and page numbers of publication.

6.2 BIBLIOGRAPHY TYPES

1. **Abstract**
   Usually fetch from the e-journal. Example:
   Lassen, S. R., Steele, M. M., & Sailor, W. (2006). The relationship of school-wide positive behavior support to academic achievement in an urban middle school. Psychology in the Schools, 43, 701—712. Abstract retrieved from http://www. interscience.wiley.com

2. **Journal Article**
   Budiman, A. M. and Abidin A. S. (2011). The digital glass house: social networking and privacy. *Exposure Journal of Advance Communication, 1*(2), *158-173*.

Note:
1: volume number
2: issue number
3-6 authors journal must include all names

3. **Book with one author**
   According to APA standard, last name first. Example:
   Hockett, C. F. (2003). *A course in modern linguistics.* New York: The MacMillan Company.

4. **Book with two authors**
   Both names written last name first. Example:
   Oliver, R. T. and Cortright, R. L. (2008). *New training for effective speech.* New York: Henry Holt and Company, Inc.

5. **Book with more than two authors up to five authors.**
   Holtzman, S., Elwan, A., & Scott, C. (1998). *Post-conflict reconstruction: The Role of The World Bank.* Washington DC: The World Bank.

6. **Company manual/Organisation Publication**
   American Psychological Association. (1972). *Ethical Standards of Psychologists*. Washington, DC: American Psychological Associations.

7. **If there is any additional or edition changes, add the Eds note.**
   Gleason, H.A. (Eds.). (2001). *An Introduction to Descriptive Linguistics.* New York: Holt, Rinehart and Winston.

8. **Two or more books from the same author.** If the years are different, arrange from the oldest one:
   Postman, N. (1979). *Teaching as A Conserving Activity*. New York: Delacorte Press
   Postman, N. (1985). *Amusing Ourselves to Death: Public Discourse in The ager of Show Business*. New York, NY: Viking.

9. **Two or more books from the same author FROM THE SAME YEAR:**

   Postman, N. (1979a). *Teaching as A Conserving Activity*. New York: Delacorte Press

   Postman, N. (1979b). *Amusing Ourselves to Death: Public Discourse in The Ager of Show Business*. New York, NY: Viking.

10. **Magazine and newspaper articles**

    Do not use social and academic title such as Mr, Mrs, H. etc

    Magazine:

    Soebadio. (2003, 1 April). Penggunaan Bahasa Sansekerta dalam Pembentukan Istilah Baru. *Majalah Ilmu-ilmu Sastra Indonesia, 6(8), 46-48*.

    Newspaper:

    Pengangguran biang frustrasi: Di Kalteng jumlah penganggur capai 70 Ribu. (2006, July 31). Kalteng Pos, p. 1.

11. **Brochure**

    London School of Public Relations-Jakarta. (n.d.). Spring in Paris and Amsterdam 2012 [Brochure]. Jakarta, Indonesia: Author.

12. **Handout**

    Syafradji, S. (2012). Models of marketing communication [Handout]. Jakarta, Indonesia: London School of Public Relations-Jakarta.

13. **Unpublished thesis and dissertation**

    Putri, D. W. (2004). *Relevansi Metode ZMET dalam Studi Komunikasi Pemasaran*. Tesis Pasca Sarjana STIKOM The London School of Public Relations Jakarta, Indonesia.

14. **Internet**

    Online magazine:

    Clay, R. (2008, June). Science vs. ideology: Psychologists fight back about the misuse of research. Monitor on Psychology,

39(6). Retrieved from http://www.apa.org/monitor/

Koran Online:

Brody, J. F. (2007, December 11). Mental reserves keep brain agile. The New York Times. Retrieved from http://www.nytimes.com

E-Journal

Wang, H., & Hu, Y. (2011). communication. Cross-Cultural Communication, 7(4), 49-55. Retrieved from http://www.cscanada.net/index.php/ccc/article/view/j.ccc.1923670020110704. 190/2155

Blog

Bowman, J. (2011, April 19). Marketing in Indonesia: Market overview and review of best practice [Weblog post]. Retrieved from http://popsurvey.blogspot.com/2011/04/marketing-inindonesia-market-overview.html

15. Film, video recording or DVD

Harmayn, S. (Producer), & Isfansyah, I. (Director). (2009). Garuda di dadaku [Motion picture]. Indonesia: Mizan Production & Sbo Films.

16. Music recording

Dewa 19. (2006). Sedang ingin bercinta. On Republik Cinta [CD]. Jakarta, Indonesia: EMI Indonesia.

6.3 BIBLIOGRAPHY WRITING TECHNIQUE

1. Bibliography **does not need** to be categorized based on the source. Make all references in one section, using last name's first of the author.
2. *Line spacing* = 1
3. If there's no author's name, write the title according to the alphabetical order.
4. Write "n.d" if there is no date or year of publication
5. Use one time Enter for each reference
6. Book title is written in italic
7. Second row is one tab indent

Note : Get rid of the underline link and change into Black colour for web address

MATERIAL STANDARDISATION FOR NON-THESIS

TV COMMERCIAL

Output is expected to be:

- A concept (strategy, dimension, script, casting, music, sound effect).
- Final Artwork in form of Storyboard (draft demo TVC) or final TVC, including Voice over, special effects, music, etc
- Storyboard sketch
- Saved in CD format

RADIO COMMERCIAL

Output is expected to be:

- Concept (script, adlips, sound effect ,ad spot)
- Final artwork in CD format
- For radio advertising, make another radio material; Adlips, Insert/ Tips/ Quiz, Talkshow related to the ad product.
- Include media placement

MAGAZINE

Output is expected to be:

- Concept (design concept, content of the magazine, features, etc)
- For article materials can be taken from other sources (include the source). For rubrication materials, the researcher must design on his own.
- Final artwork in form of dummy, printed in real format of magazine, from front cover to back cover.
- For magazine front cover, make three alternative designs for three editions. (include headline, topic, themes depending on the cover)

EVENT PROGRAMME

Output is expected to be:

- Event concept (proposal, script, etc)
- Final artwork in CD format
- Include media placement

DOCUMENTARY FILM AND SHORT MOVIE

Output is expected to be:

- Film concept (script, scenario, talent justificiation, setting, etc)
- Final artwork in CD format

PROMOTIONAL ITEMS

1. PACKAGING

Output is expected to be:

- Packaging must be made in three variants, with accordance display.
- Dummy (mock ups) Packaging with real scale
- Packaging must be made in various alternatives (example: milk flavor, design colours)
- Display simulation can be in format of picture and images.

2. OTHER PROMOTIONAL ITEMS

Brochure, Flyer, Poster, POP, banner, etc

Output is expected to be:

- Made in 5 items of promotion that relevant to each other. Example: Shampoo product made with giant sticker, hanging banner, flag chain, etc.
- For banner, giant banner and standing display can be printed into A3 paper size scale.

PRINT-AD

MAGAZINE, NEWSPAPER, TABLOID

Output is expected to be:

- Made into the real size and form
- Include the media placement

WEBSITE

Output is expected to be:

- The design is made for each page
- "HOMEPAGE" / WELCOME PAGE/ FRONT PAGE design must be made in three alternatives.

CATALOG/ ANNUAL REPORT/ COMPANY PROFILE

Output is expected to be:

- Made in dummy format, including front cover to back cover
- The content must be original from the research
- Paper choices must be made to meet the requirement

CORPORATE IDENTITY (LOGO, STATIONERY, SIGNAGE, etc)

- SIGNAGE can be made in smaller scale
- For LOGO design, try to apply and match with the corporate identity and other promotional material.

NON-THESIS GROUP

MAGAZINE

The group consists of 2-3 students.

Expected output in the form of:

- Concept (explanation of the design, the content of the magazine, and so on)
- Can-shaped Magazine print or digital.
- Material For the article, not allowed to take from another source but is designed/created by yourself.
- Final artwork be DUMMY magazine, created or printed from front Cover to Back Cover.
- For the Front Cover or Magazine Cover, must be made at least 3 alternative designs for 3 different editions (Headline, topic/theme should be different for each cover her). For example, Annual Edition, Magazine cover for religious purpose, etc.)

RADIO
The group consists of max 3 students
Expected output in the form of:
- Making radio programs for the duration of one week, a minimum of 4 hours of broadcast.
- Radio programs that may not reach the Top Forty.
- For group traffic besides making a major radio program, are required to make content in social media too.

THE PROGRAM OF THE EVENT, DOCUMENTARY FILM & SHORT STORIES
The group consists of 3-4 students
Expected output in the form of:

- The concept of event (proposals, scripts, and so on), the concept of Film (Script, scenario, the reason for the selection of talent, setting, etc.)
- Short Film at least 3 episodes with a duration of 7-10 minutes.
- To cross major group allowed to make web series, web seminars, etc. at least 13 episodes.
- Final CD demo
- Include media placement
- To project this group are not allowed to employ anyone other than members of the group.

STAGING/PERFORMANCES, MUSIC CONCERTS, DANCE CONCERT
The group consists of max. 5 students
Expected output in the form of:
- Themed Gig with duration of 15-30 minutes.
- Every group has a purpose other than for entertainment, such as: education, social campaigns, etc.
- Final CD demo

SIMULATION (IR)
The group consists of max. 5 students
Expected output in the form of:
- Simulation international-themed project.

- Each Member of the group has a clear role as President, ambassador, Embassy members, etc.
- Final CD Demo

EVENT, EXHIBITION

The group consists of max. 3 students

Expected output in the form of:

- The concept of event/exhibition
- Event/exhibition is implemented.
- Final CD Demo

** Note:*

Please include all media budget in all materials.

Appendix

FORMAT SAMPLE OF **THESIS AND NON-THESIS** WRITING

ZALORA'S MARKETING COMMUNICATION STRATEGY THROUGH THE MOBILE APPS

Arial 14

Inverted pyramid form

THESIS

Bold ← Proposed by :

Arial 14
Not Bold

Name : Dimitri Dharmawan
NIM : 2012.16.0762
Concetration : Marketing Communication

In Partial Fulfillment of the Requirements for the Bachelor Degree in Communication Studies

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

JAKARTA
2017

Garamond 16
Bold

Sekolah Tinggi Ilmu Komunikasi
The London School of Public Relations – Jakarta

Garamond 14 Bold

Thesis Approval Form

Arial 14 Bold

Arial 12 Not Bold

Thesis Title	:	Zalora's Marketing Communication Strategy through the mobile apps
Name	:	Dimitri Dharmawan
NIM	:	2012.16.0762
Concentration	:	Marketing Communication
Date	:	20 January 2017

2 spasi

Always update the date after consultation with advisor

Approved by, Thesis Advisor	Arial 12 1 Spasi Not Bold	Acknowledged by, Thesis Counselor
(Cendera Rizky Anugrah Bangun, M.Si)		**(Isdananto Oktianur, MA)**

Arial 12 Bold, Full name and title

ABSTRACT

SEKOLAH TINGGI ILMU KOMUNIKASI
THE LONDON SCHOOL OF PUBLIC RELATIONS – JAKARTA
BACHELOR DEGREE IN COMMUNICATION

Name : **Dimitri Dharmawan**
NIM : **2012160762**
Thesis Title : **Zalora's Marketing Communication Strategy through the Mobile App**
Number of Pages : **5 Chapters, 211 Pages, 8 Appendixes**
References : **25 Books, 46 Internet Websites, 5 Journals**

The rapid development of the digital era has seen its growth continuously expanding taking advantage of every possible technological advances to benefit every day practices. Online shopping has taken the market by storm and in this thesis one of the online store giants, Zalora is the subject of this research.
Zalora's online shop for fashion has transitioned itself from not only internet web based online stores but towards mobile application and having the Zalora online store available as a mobile application. This focus of this thesis is to understand how Zalora does its marketing communication strategy through their mobile app and by using a computer mediated communication channel. The theories that are used in this research are heavily based on marketing communication theories such as the electronic marketing 4p's, integrated marketing communication, the promotional mix, and computer mediated communication.
The research methodology used in this thesis is a qualitative and as a qualitative study this research will try to understand, look at, explore and describe how Zalora implements its marketing efforts through a mobile app. The researcher of this paper as the primary instrument in data collection and analysis through interviewing informants and by secondary research data. The process is inductive, and rich description characterizes the end product being a thesis journal. The results of this research is that through the electronic marketing 4p's and several other theories applied, Zalora has successfully conducted its marketing communication strategy through the mobile app. Findings such as how Zalora can substitute for the absence of conventional personal selling can be found in the results of this research.

Keywords **:** Marketing Communication Strategy, Electronic Marketing 4p's, CMC, IMC, Mobile App

ACKNOWLEDGEMENT Arial 14 Bold

The best praises and worship to the almighty God and grand creator of all for giving me the strength, patience, and knowledge to face all my obstacles and to accomplish my thesis.

The thesis titled “Zalora’s Marketing Communication Strategy through the Mobile App,” to Fulfil the Partial Requirements to Achieve Bachelor Degree in Communication Studies majoring in *Marketing Communications,* The London School of Public Relations – Jakarta.

The researcher would like to give the most sincere appreciation to the following individuals, who have inspired, supported, guided and assisted me to complete this thesis research:

1. Mrs. Prita Kemal Gani. MBA, MCIPR, APR, as Director of The London School of Public Relations Jakarta.
2. Mrs. Dr. Janette Maria Pinariya, S.Si, MM, Dean at STIKOM The London School of Public Relations
3. Mrs. Past Novel Larasaty, MA, who has provided ample amounts of advises from the beginning to the completion of this thesis.
4. All the Lecturers of STIKOM LSPR that has educated the researched over the years with much theories and even personal guidance to develop the researcher into a more rounded and complete individual.
5. Beloved family members being, Father, Mother, Siblings, and other Relatives that has provided much motivations and prayers towards the success of this thesis.
6. To the informants included in this thesis especially Ms. Afdita Sari, PR manager of Zalora Indonesia.
7. To my campus friends especially those in the class of MKT 16-6C
8. And to all of the people whose names are not mentioned individually for all the support and prayers towards the researcher.

The researcher realizes that there are many shortcomings in the creation of this thesis. Thus, the researcher would like to apologize in advance for any mistakes or lack of clarity that occurs in this thesis.

The researcher hopes that this thesis can benefit the readers and other interested parties.

Jakarta, 20 January, 2017

Dimitri Dharmawan

.

TABLE OF CONTENT Arial 14 Bold

PAGES TITLE **Page**

THESIS APPROVAL FORM

THESIS ACCEPTANCE FORM ***(After Thesis Defense)***

ABSTRACT..... **ii**

ACKNOWLEDGEMENT..... **iii**

TABLE OF CONTENT ..... **v**

LIST OF FIGURES .... **viii**

LIST OF TABLES .... **x**

LIST OF APPENDIXES..... **xi**

CHAPTER I BACKGROUND (Arial 12)

1.1 Research Background.....1

1.2 Problem.....13

1.3 Objective.....13

1.4 Research Significance 14

1.4.1 Academic Significance.....14

1.4.2 Practical Significance.....14

1.5 Writing Method.....15

CHAPTER II THEORETICAL FRAMEWORK

2.1 Previous Research.....17

2.2 Theory 33
2.2.1 Marketing Communication Strategy 33
2.2.2 The Marketing Process Concept 38
2.2.3 Integrated Marketing Communications 39
2.2.4 Marketing Mix and E-marketing Mix theory 47
2.2.5 E-Product Strategies 51
2.2.6 E-Price Strategies 52
2.2.7 E-Place Strategies 53
2.2.8 E-Promotion Strategies 54
2.2.9 Online Retailing 61
2.2.10 Mobile Commerce 61
2.2.11 Electronic Marketing 63
2.2.12 Apps 67
2.2.13 Computer Mediated Communication 68
2.3 Research Framework 69

CHAPTER III RESEARCH METHODOLOGY

3.1 Research Methodology 71
3.2 Informants 76
3.3 Research Focus 76
3.4 Data Collection Technique 78
3.5 Data Analysis Technique 81
3.6 Validity Technique 86
3.7 Time and Place of Research 93

3.8 Research Time Table 93

3.9 Limitation of Research 93

CHAPTER IV ANALYSIS AND DISCUSSION

4.1 Company Profile: Zalora Indonesia 94

4.2 Informant Data 98

4.3 Findings and Analysis 103

4.3.1 E-product 103

4.3.2 E-price 120

4.3.3 E-place 130

4.3.4 E-promotion 151

4.3.5 Advertising 165

4.3.6 Sales Promotion 168

4.3.7 Personal Selling 170

4.4 Discussion 175

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1 Conclusion 181

5.2 Recommendation 186

5.2.1 Academic Recommendation 186

5.2.2 Practical Recommendation 186

BIBLIOGRAPHY **188**

LIST OF TABELS → Arial 14, Bold

Page

Tabel 1. Previous Study Compariso…….....…… 40

Tabel 2. Four Dimensions of IMC ……. 41

Tabel 3. Definitions of IMC ……. 48

Arial 12
2 space not Bold

LIST OF FIGURES → Arial 14, Bold

Page

Figure 1. Total Number of Apps……..1

Figure 2. Smartphone Usage Projection…… 3

Figure 3. Internet Companies with Mobile App …… 9

Figure 4. Mobile Statistics Data……10

Arial 12
2 space not Bold

LIST OF APPENDIX → Arial 14, Bold

Appendixes 1 Questioner & SPPS analysis data (Quantitavive)

Appendixes 2 Informant Interview Transcript (Qualitatvie)*

Appendixes 3 Statement Letter of Official Interview with Company

Appendixes 4 Photo Documentary with Respondent

Appendixes 5 Statement Letter of Thesis Authenticity

Appendixes 6 Statement Letter of publication approval

Appendixes 7 Biography

Arial 12, 2 space not Bold

** Statement Letter of Official Interview with Original Signature (qualitative)*

** Statment Letter from Company (Quantitative)*

CHAPTER I

INTRODUCTION

Arial 14, Bold Capital

1.1. Research Background

Arial 12, Bold

The rising total of mobile applications in today's modernized digital era are substantially large and still gaining momentum in its rapid development. The Statistics Portal has recorded statistics and studies from more than 18,000 sources and this statistic contains data on the number of apps available for download in leading app stores as of July 2015. There are 1.6 million apps to choose from for Android users and Apple's App store houses the second largest app store with 1.5 million available apps.

Arial 12
2 Space

The population of Indonesia is estimated at 252,812,245 as of July 1 2014. Indonesia's population is equivalent to 3.49% of the total world population and Indonesia ranks number 4 in the list of countries by population (Statista, 2015) Imagine the number of people just in Indonesia alone who owns and uses a Smartphone, These smartphone users all need apps to function their daily routines and lifestyles with apps such as Gmail, Line, BBM, Whatsapp, Instagram, Gojek, Grabtaxi, and so forth. (Bollen, et. al., 2011).

CHAPTER II

THEORETICAL FRAMEWORK

2.1. Previous Research

Past studies found may be useful secondary research material that gives clairvoyance into a more profound insight into the field of study this paper dwells upon. This section of the paper provides information on previously done research and studies that are similar to the current study; consequently, providing in depth knowledge of earlier findings and results through the approaches or theoretical frameworks it was conjured from. Journals containing studies of previously done research from scholarly and of communications background about online shopping, computer mediated communication with its rapid development that includes its big data mining potential, and evolution from the face-to-face medium to the text and video-based computer mediated communication, usually referred to as VCMC and TCMC.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Methodology

This research paper is studying Zalora's marketing communication strategy through its mobile app. A qualitative approach will be conducted in this research and as a qualitative study this research will try to understand, look at, explore and describe how Zalora implements its marketing efforts through a mobile app. It's important to define what research itself means. There are many definitions of research, but what they all have in common is the notion of inquiring into, or investigating something in a systematic manner (Merriam, 2009, p. 3). In everyday life questions about "doing research" to inform decisions and to decide on a particular course of action takes place. This is paper is doing research by questioning Zalora to get answers about how marketing is applied through an app channel which is a less traditional medium until recently. In its broadest sense, research is a systematic process by which we know more about something than we did before engaging in the process. We can engage in this process to contribute to the knowledge base in a field (pure research), improve the practice of a particular discipline (applied research), assess the value of something (evaluation research), or address a particular, localized problem (action research) (Merriam, 2009, p. 4). This research paper will engage in field.

CHAPTER IV

ANALYSIS AND DISCUSSION

4.1 Company Profile: Zalora Indonesia



Figure17. Zalora App Icon, from Icon for Zalora App, 2016

ZALORA Group is Asia's leading group of online fashion destinations. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Thailand, Vietnam, Hong Kong and Taiwan where it operates as ZALORA and in Australia and New Zealand where it operates as THE ICONIC. Employing more than 2,000 people in 10 countries,

ZALORA Group's localized sites offer an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women.

In 2015, ZALORA became part of The Global Fashion Group (GFG), the world's leading fashion group for emerging markets. GFG operates across 5 regions covering 27 countries through ZALORA, catering to the fashion needs of 2.5 billion people (Linkedin, 2016).

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the analysis and discussion and from the results of the collected data through face to face interviews with three informants who were related or had significant relevance to the research topic being, Zalora's marketing communciaiton strategy through the mobile app; furthermore, the additional collection of data from the internet, Zalora's mobile app, articles and books about the related subject, it can be concluded that Zalora's marketing communication strategy through the mobile app displays how a computer mediated communication and how through a digital channel, marketing can be done by Zalora through their mobile app. The research problem of how is Zalora implementing their Marketing Communication Strategy through their mobile app by using a computer mediated communication channel is answered in this research paper. The method of using a computer mediated communication exemplified by the Zalora mobile application used as the primary tool in carrying out the marketing strategies and implementations which are associated with the concept of the electronic marketing 4p's are as follows:

In Zalora's marketing communication strategy through the mobile app the element of e-product focuses on how to do marketing for a product that is done.

BIBLIOGRAPHY

Arial 14, Bold capital

Bakhtin, M. M. (1984).The dialogic imagination (C. Emerson & M. Holquist, Trans.). Austin, TX: Universityof Texas Press.

Bowman, J. (2011, April 19). Marketing in Indonesia: Market overview and review of best practice [Weblog post]. Retrieved from http://popsurvey.blogspot.com/2011/04/marketing-in-indonesiamarket-overview.html

Bruckman, A. (1997). MOOSE Crossing: Construction, community, and learning in a networked virtualworld for kids (Doctoral dissertation, Massachusetts Institute of Technology). Retrieved fromhttp://www-static.cc.gatech.edu/--asb/thesis/

Budiman, A. M. (2008). Virtual Online Communities: A Study of Internet Based Community Interactions(Doctoral dissertation). Retrieved from http://www.ohiolink.edu/etd/

Cellini, J. [n.d.]. David Fincher: “The curious case of Benjamin Button”. Retrieved from the Apple Website:http://www.apple.com/finalcutstudio/action/button/?sr=hotnews

Dewa 19. (2006) Sedang ingin bercinta. On Republik Cinta [CD]. Jakarta, Indonesia: EMI Indonesia.

1x enter

Second line 1 tab inside

1 space

Appendix

Statement Letter of Interviews with Informants

I, a final semester student of STIKOM LSPR – Jakarta named Dimitri Dharmawan (2012.16.0762) majoring in Marketing Communication hereby state that I have interviewied the informants below:

1. Afdita Sari (December 1st, 2015)
2. Fahad (February 18th, 2016)
3. Resti Sari Ramadhaniati (February 29th, 2016)

The interviews were done as a data collection method and in order to gain research information for the thesis titled: **Zalora's Marketing Communication Strategy through the Mobile App.**

Hereby, I have written this statement letter with full authenticity.

Jakarta, 8 May 2016

Created by,



Dimitri Dharmawan

Acknowledged by Thesis Advisor,

Past Novel Larasaty, MA

STATEMENT LETTER OF THESIS AUTHENTICITY

I, the undersigned below:

Name	:	Dimitri Dharmawan
NIM	:	2012.16.0762
Concentration	:	Marketing Communication

Hereby, state that the data that is presented in this thesis titled: **Zalora's Marketing Communication Strategy through the Mobile App** are **AUTHENTIC** and resulted from my own research.

if later proven that the data and the title is the result of plagiarism of other people; therefore, according to the appropriate academic's code of conduct , I, state that I am willing to be given the harshest sanctions, including **DISMISSAL/CANCELLATION** of my academic degree by **Sekolah Tinggi Ilmu Komunikasi The London School of Public Relations- Jakarta.**

Hereby, this letter of authenticity may be used as it is intended.

Jakarta, 8 May 2016
Created by,



Dimitri Dharmawan

BIOGRAPHY



Dimitri Dharmawan born in Jakarta, Indonesia on June 16, 1989 is final semester student of Sekolah Tinggi Ilmu Komunikasi The London School of Public Relations- Jakarta. A Gandhi Memorial International School graduate, Jakarta was active in several activities including Basketball, Cheerleading, LSPR Adventure, and so forth. The researcher has hobbies such as fitness and bodybuilding, basketball, pc online gaming, and has an interest in the marketing communication field. The researcher was working as a global business development employee for Infomedia by Telkom Indonesia for the duration of producing the thesis while during semester 7 and 8. The researcher had the opportunity to work at PT. Astro Travel for the internship program requirement from LSPR as part of the marketing team and as a full time employee in early 2013 to December.

** Formal Photo for dress code and backgroun*

FORMAT SAMPLE OF **NON-THESIS GROUP** WRITING

ZALORA'S MARKETING COMMUNICATION STRATEGY THROUGH THE MOBILE APP

NON-THESIS

Name	: Yefa Zaky Dimitri Dharmawan Isdananto Oktianur
NIM	: 2012.16.0761 2012.36.8799 2012.94.6644
Concetration	: Marketing Communication Public Relations Mass Communication

In Partial Fulfillment of the Requirement for theBachelor Degree in Communication Studies



JAKARTA
2017

Sekolah Tinggi Ilmu Komunikasi
The London School of Public Relations – Jakarta

Garamond 14 Bold

Non Thesis Approval Form

Arial 14 Bold

Arial 12 not Bold

Non Thesis Title	:	Zalora's Marketing Communication StrategyThrough Mobile Apps
Name	:	Yefa Zaky Dimitri Dharmawan Isdananto Oktianur
NIM	:	2012.16.0761 2012.36.8799 2012.94.6644
Concentration	:	Marketing Communication Public Relations Mass Communication
Date	:	20 January 2017

Double space

Arial 12
1 Space
not Bold

Approved by, Thesis Advisor	Acknowledged by, Thesis Counselor
(Cendera Rizky Anugrah Bangun, M.Si)	**(Grace Wattimena, M.Si)**

ABSTRACT

SEKOLAH TINGGI ILMU KOMUNIKASI
THE LONDON SCHOOL OF PUBLIC RELATIONS – JAKARTA
BACHELOR DEGREE IN COMMUNICATION STUDIES

Name	**: Yefa Zaky, Dimitri Dharmawan, Isdananto Oktianur**
NIM	**: 2012.16.0761, 2012.36.8799, 2012.94.6644**
Thesis Title	**: Zalora's Marketing Communication Strategy through the Mobile App**
Number of Pages	**: 5 Chapters, 211 Pages, 8 Appendixes**
References	**: 25 Books, 46 Internet Websites, 5 Journals**

The rapid development of the digital era has seen its growth continuously expanding taking advantage of every possible technological advances to benefit every day practices. Online shopping has taken the market by storm and in this thesis one of the online store giants, Zalora is the subject of this research.

Zalora's online shop for fashion has transitioned itself from not only internet web based online stores but towards mobile application and having the Zalora online store available as a mobile application. This focus of this thesis is to understand how Zalora does its marketing communication strategy through their mobile app and by using a computer mediated communication channel. The theories that are used in this research are heavily based on marketing communication theories such as the electronic marketing 4p's, integrated marketing communication, the promotional mix, and computer mediated communication.

Keywords : Marketing Communication Strategy, Electronic Marketing 4p's, CMC, IMC, Mobile App

STATEMENT OF PUBLICATION AGREEMENT
FINAL ASSIGNMENT FOR ACADEMIC PURPOSE

As an Academic student of SekolahTinggi Ilmu Komunikasi
The London School of Public Relations Jakarta, We signed below :

Name	: Yefa Zaky Dimitri Dharmawan Isdananto Oktianur
NIM	: 2012.16.0761 2012.36.8799 2012.94.6644
Concentration	: Marketing Communication Public Relations Mass Communication

For the development of science, agreed to give the Sekolah Tinggi Ilmu Komunikasi – The London School of Public Relations in Jakarta Right royalty none exclusive upon our scientific papers, over the entire contents of/some of my scientific works are titled:

Zalora's Marketing Communication Strategy
Through the Mobile App

Along with the existing device (if needed). With the right royalty free no exclusive this, Sekolah Tinggi Ilmu Komunikasi -The London School of Public Relations in Jakarta are entitled to save, source media, managing in the form of a database, and the show/publish it on the internet or other media for academic interest without the need to ask permission from the writer during the stay list my name as the author, by applying the principles, ethics and the rules of the applicable law regarding the use of the information.

We are willing to bear personally, without involving the party Sekolah Tinggi Ilmu Komunikasi - The London School of Public Relations Jakarta over any lawsuit that arises over the copyright infringement in these scientific works.

Hereby, we have written this statement letter with full authenticity.

Jakarta, 01 February, 2017

Written By,

Signature

Yefa Zaky

Signature

Dimitri Dharmawan

Signature

Isdananto Oktianur

Statement Letter of Authenticity

We, the undersigned below:

Name	: Yefa Zaky Dimitri Dharmawan Isdananto Oktianur
NIM	: 2012.16.0761 2012.36.8799 2012.94.6644
Concentration	: Marketing Communication Public Relations Mass Communication

Hereby, state the date is presented in this non thesis group titled: Zalora's Marketing Communication Strategy through the Mobile App is authentic and resulted from our own research.

If later proven if the data and the title is result from of plagiarism of other people, therefore according to appropriate academic's code and conduct, we state that we are willing will be given the harshest sanctions, including **DISMISSAL/CANCELLATION** of our academic degree by **Sekolah Tinggi Ilmu Komunikasi The London School of Public Relations – Jakarta.**

Hereby, this letter authenticity may be used it is intended.

Jakarta, 01 February 2017

Written by

Signature & Postage Label

Yefa Zaky

Signature & Postage Label

Dimitri Dharmawan

Signature & Postage Label

Isdananto Oktianur

Biography



Yefa Zaky was born in Mexico City, Mexico on June 19th 1993 is a final semester student of Sekolah Tinggi Ilmu Komunikasi The London School of Public Relations- Jakarta. A Gandhi Memorial International School graduate, Jakarta was active in several activities including Basketball, The researcher was working as a global business development employee for PT. Bestindo AutoCars BMW Bintaro 2010-2011 The researcher had the opportunity to work with Piar Consulting (PR Agency) and handled many big clients such as Burger King, Client Flight Experience, Client Jotun, 3 Indi + and Fox International Channels.



Dimitri Dharmawan born in Jakarta, Indonesia on June 16, 1989 is final semester student of Sekolah Tinggi Ilmu Komunikasi The London School of Public Relations- Jakarta. A Gandhi Memorial International School graduate, Jakarta was active in several activities including Basketball, Cheerleading, LSPR Adventure, and so forth.The researcher was working as a global business development employee for Infomedia by Telkom Indonesia for the duration of producing the thesis while during semester 7 and 8. The researcher had the opportunity to work at PT. Astro Travel for the internship program requirement from LSPR as part of the marketing team and as a full time employee in early 2013 to December.



Isdananto Oktianur was born in Tokyo on 28 may, He was the final semester students at Sekolah Tinggi Ilmu KomunikasiThe London London School of Public Relations – Isdananto was fill scoring at Denias and The Raid movies. Isdananto currently be a teacher drums in Music teaching and Purwacaraka and LSPR Photography lecturer at London School of Beyond the Academy.

FORMAT SAMPLE OF **THEISIS & NON-THESIS PROPOSAL**

THE CONSTRUCTION OF A POLITICAL ICON: SEMIOTIC ANALYSIS OF SOEHARTO'S IMAGE BY THE JAKARTA POST 28 JANUARY 2008 EDITION

Arial 14

Inverted pyramid form

Bold ← **THESIS PROPOSAL**

Arial 14 NOT Bold

Proposed by:

Single

Nama	:	Jay Arief Rahman
NIM	:	2008.08.0273
Concentration	:	Public Relations

In Partial Fulfillment of the Requirements for the Bachelor Degree in Communication Studies

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

JAKARTA
2017

Garamond 16 Bold

**BEFORE THE HEARING.*

Sekolah Tinggi Ilmu Komunikasi
The London School of Public Relations – Jakarta

Garamond 14 Bold

Thesis Proposal Approval Form

Arial 14 Bold

Arial 12 not Bold

Thesis Proposal Title	:	The Construction of Political Icon: Semiotic Analysis of Soeharto's Image by The Jakarta Post 28 January 2008 Edition
Name	:	Jay Arief Rahman
NIM	:	2008.08.0273
Concentration	:	Public Relations
Date	:	20 January 2017

Double space

Always update the date after consultation with advisor

Approved by,
Thesis Advisor

Arial 12
Double space
NOT Bold

(Cendera Rizky Anugrah Bangun, M.Si)

Arial 12 Bold

AFTER PROPOSAL HEARING

Sekolah Tinggi Ilmu Komunikasi
The London School of Public Relations – Jakarta

Garamond 14 Bold

Thesis Proposal Approval Form

Arial 14 Bold

Arial 12 not Bold

Thesis Proposal Title	:	The Construction of Political Icon: Semiotic Analysis of Soeharto's Image by The Jakarta Post 28 January 2008 Edition
Name	:	Jay Arief Rahman
NIM	:	2008.08.0273
Concentration	:	Public Relations
Date	:	20 January 2017

Double space

Approved by,
Thesis Advisor

Arial 12
1 Space
not Bold

Acknowledged by,
Thesis Counselor

(Cendera Rizky Anugrah Bangun, M.Si) **(Isdananto Oktianur, MA)**

Arial 12 Bold

CONTENTS

Arial 14 Bold

Arial 12 Bold, Double space Capital

COVER PAGE **PAGE**

THESIS PROPOSAL APPROVAL FORM

LIST OF CONTENT……..viii

LIST OF FIGURES…… …… xiii

LIST OF TABLES…… ……..... xv

CHAPTER I INTRODUCTION

1.1	Background of the Study ……..……..	1
1.2	History of Photography……..……	4
1.3	Photographs as Political Persuaders……	7
1.4	The Power of Political and Photographic Deceits…….	10
1.5	Political Icons in Indonesia……	15
1.6	Statement of Problem……	18
1.7	Objectives of the Study……..	18
1.8	Significance of the Study……..	18
1.8.1	Academic Significance……	19
1.8.2	Practical Significance……	20
1.9	Systematic of Writing……	20

CHAPTER II THEORETICAL FRAMEWORK

2.1 Previous Research……..…. 23

2.2 Definition of Communication…….……. 24

2.3 Characteristics in Communication…… 27

2.4 Objectives of Communication…… 27

CHAPTER III METODOLOGY OF RESEARCH

3.1 Research Method……..…….……. 68

3.2 Unit Analysis……..…… 69

3.3 Data Collection Methods……..…. 69

3.4 Method of Data Analysis…….. 71

3.5 Delimitations……..… 74

BIBLIOGRAPHY…… 92

LIST OF TABLES → Arial 14, Bold

Page

Table 1. Colour and Emotions ……..……. 40

Table 2. *The Jakarta Post Daily Newspaper* …….. 41

Arial 12
Double space
Not bold

Use italic for
foreign terms

CHAPTER I

INTRODUCTION

Arial 14, Bold Capital

1.2. Research Background

Arial 12, Bold

Malaysia has seen remarkable growth in tourism industry considering the size and limited supply of cultural and natural resources. Such an achievement can be attributed to variety of factors and it seems likely that the marketing and branding of the nation itself has made a contribution. There is some evidence of success but the question are also raised about the aptness and effectiveness of branding as a destination marketing tool in view of the distinctive characteristics of the product being sold.

Arial 12 Double space

Without enter break

Tourism has become important revenue generator for many countries to create positive balance of trade. However, many countries especially neighboring countries such as Indonesia, Thailand and Singapore offer tourists more or less similar experiences. These countries compete intensely to claim greater share of the limited international tourists market which result in many nations copying each other and trying to outdo each other (Mohamed & Husin, 2003). For this reason, destination needs to be different in order to win the market share. Nowadays, more and more countries are incorporating branding promotion and awareness of tourism. It is always believed that branding will help to set the destination apart from its competitors. Some countries were doing well in incorporating this strategy and they have invested a lot of resources to implement it.

Due to factors such as globalization, fierce competition and new destinations have appeared in the tourism market place. The available choices of tourism destinations have been expanded. As such, in order to survive in market place, tourism destination must be recognized in addition to favorable and strong brand identity from the tourists' perspective (Echtner & Ritchie, 2003). Therefore, awareness, image and brand are important factors in ensuring long term success of the tourism destination (Rashid & Ismail, 2008). The image of a country's brand can mould its economic, political and cultural destiny, influencing the peoples' decisions in relation to buying, investing, changing residence and travel. Thus, the brands have become a *cul-de-sac* for winning decisions (Vicente, 2004). Therefore, a tourism destination must promote its attractiveness internationally as well as effectively (Morrison, 2002).



Italic for foreign term

CHAPTER II

THEORETICAL FRAMEWORK

2.1 Previous Research

Mohammed (2012) conducted a research towards Malaysian media discussing how the tourism board of the nation communicated new tourism sites. She used Rise and Trout's (2008) theory about tourism branding and promotion and applied in-depth interview with significant people within the board to find out the strategy used.

2.2 Theory of Communication

Communication is an all-day surrounding activity. Meanings are being transferred and perceived differently by individuals, based on their experience, knowledge and cultural background.

The word communication itself originates from the latin words *communis*, literally meaning 'same', *communico*, *communicatio* or the verb *comunicare* which is literally translated as 'to make common'. However, the expression *communis* is commonly defined as the origin of communication. (Mulyana, 2007,p. 46). Therefore, communication suggests that the sender and receiver in a communication transaction should similarly interpret thoughts, meanings or messages exchanged in the process of communication.

Communication originally comes from the Latin word “communicare” which means to distribute, inform and so on, as Sir Gerald Barry stated “to walk together, confer, discourse and consult with another”. Wilbur Schramm also stated that communication comes from the latin word “communist” which also has the same meaning as (common).

So accordingly, if one communicates to another, then one expresses one’s ideas to achieve “communist” (something in common) with the other party in regards with a certain object. (Wiranto, 2004,p.6)

CHAPTER III
RESEARCH METHODOLOGY

3.1. Research Method

Research method fundamentally is a scientific method to obtain data with a certain objective and use. A scientific method means the research activity is based on scientific characters, that is rational, empiric and systematic. Rational means that the research activity is conducted in way that can be accepted by the human brain, i.e. using common sense and is also capable to reach the capacity of a logical human brain. Empiric means that the methods that are used can be observed natural human sense, so that other people observe and acknowledge the ways that are used. Systematic means that the process that is used in the research utilises certain steps and stages. (Sugiyono, 2005, p.1)

Bibliography

Arial 14, Bold Capital

One time enter

Bakhtin, M. M. (1984). *The dialogic imagination* (C. Emerson & M. Holquist, Trans.). Austin, TX: University of Texas Press.

Bowman, J. (2011, April 19). Marketing in Indonesia: Market overview and review of best practice [Weblog post]. Retrieved from http://popsurvey.blogspot.com/2011/04/marketing-in-indonesiamarket-overview.html

Second row one indent tab

Bruckman, A. (1997). MOOSE Crossing: Construction, community, and learning in a networked virtual world for kids (Doctoral dissertation, Massachusetts Institute of Technology). Retrieved from http://www-static.cc.gatech.edu/--asb/thesis/

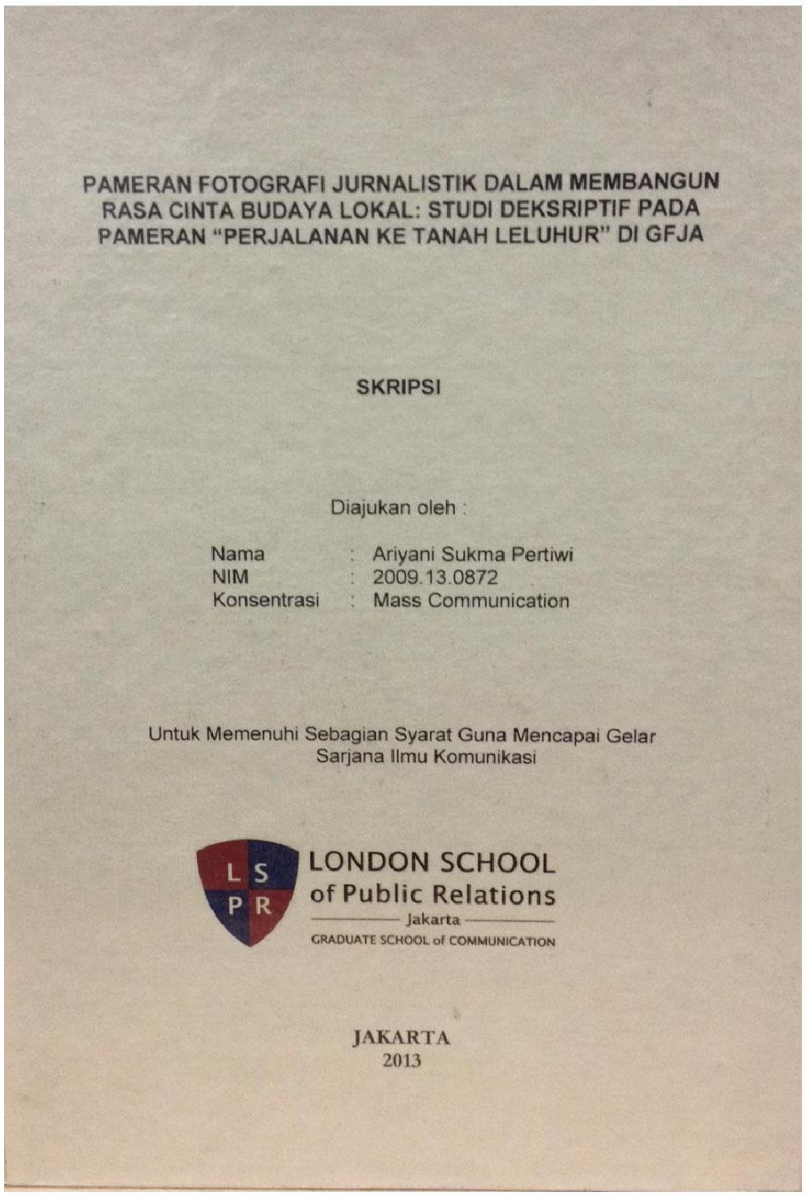
Budiman, A. M. (2008). Virtual Online Communities: A Study of Internet Based Community Interactions (Doctoral dissertation). Retrieved from http://www.ohiolink.edu/etd/

Cellini, J. [n.d.]. David Fincher: “The curious case of Benjamin Button”. Retrieved from the Apple Website: http://www.apple.com/finalcutstudio/action/button/?sr=hotnews

Ries, A. & Trout, J. (1986). *Positioning: The battle for the mind.* New York: Mc Graw- Hill.

Single space

Hardcover Example



PAMERAN FOTOGRAFI JURNALISTIK DALAM MEMBANGUN RASA CINTA BUDAYA LOKAL: STUDI DEKSRIPTIF PADA PAMERAN "PERJALANAN KE TANAH LELUHUR" DI GFJA

SKRIPSI

Diajukan oleh :

Nama : Ariyani Sukma Pertiwi
NIM : 2009.13.0872
Konsentrasi : Mass Communication

Untuk Memenuhi Sebagian Syarat Guna Mencapai Gelar Sarjana Ilmu Komunikasi

LONDON SCHOOL of Public Relations
Jakarta
GRADUATE SCHOOL of COMMUNICATION

JAKARTA
2013



SKRIPSI

Nama : Ariyani Sukma Pertiwi
NIM : 2009.13.0872
Konsentrasi : Mass Communication

PAMERAN FOTOGRAFI JURNALISTIK DALAM MEMBANGUN RASA CINTA BUDAYA LOKAL: STUDI DEKSRIPTIF PADA PAMERAN "PERJALANAN KE TANAH LELUHUR" DI GFJA

JAKARTA
2013