THE PROMOTION STRATEGIES
OFUNS CULTURAL NIGHT 2014 BY THE INTERNATIONAL OFFICE OF UNS

FINAL PROJECT REPORT
Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Letters and Fine Arts Sebelas Maret University

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APPROVAL OF CONSULTANT
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ii
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MOTTO

“Go ahead and dream because it doesn’t cost a thing”

“You can do anything you want to follow your dreams because if you say you can’t do it, you’ll spend the rest of your live proving it”

(Harbhajan Singh Yogi)

“The will of God will never take you to where the grace of God will not protect you”
DEDICATION

This final project report is dedicated for:

- Jesus Christ
- My beloved parent
- My beloved brother, and sister
- All of my awesome friends
- International Office of UNS

commit to user
PREFACE

First of all, the writer would like to say thanks to Jesus Christ who always blesses and guides me. I also thank to all people who give support, guidance, and motivation to me in doing this final project report. This Final project report was written to fulfill the requirement in obtaining the English Diploma Program Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report entitled “THE PROMOTION STRATEGIES OF UNS CULTURAL NIGHT 2014 BY THE INTERNATIONAL OFFICE OF UNS” discusses the promotion strategies done by the International Office of UNS and how did they applied their strategies in promoting UNS Cultural Night 2014 to public.

The writer realized that this final project report is far from being perfect, but the writer hopes this final project report can be beneficial to the readers. I also hope that the readers give positive criticisms and suggestions to improve this final project report.

Surakarta, August 2014

The Writer
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8. My beloved parents Bapak **Suparno** and Ibu **Suwarti**, my brother **Krismon**, and my sister **Adinda**, I am nothing without you. Thank you for everything.

10. All of “KostPuriKerambil” members, for your support.

11. My job training partner Rizki, for your help and support.

12. All of UNS International Students, for your kindness.

And for everyone, whom I couldn’t mention one by one, thanks for the support, prayer, suggestion, and guidance for me to finish this final project.
ABSTRACT


This final project report is written based on the job training done at the International Office of UNS in three months. The data of this report were obtained by doing interview and observation. The interview was done to the internal public in relation to the research. The observation was conducted during the job training.

The objectives of this report are to know the existing promotion strategies done by the International Office of UNS to promote UNS Cultural Night 2014 and to know how they applied their promotion strategies. From those objectives, the writer expects that the International Office of UNS can apply their promotion strategies in UNS Cultural Night 2014 well.

There are several promotion strategies done by The International Office of UNS, i.e. personal selling, advertising, and publication.

The International Office of UNS has done a great job in applying their promotion strategy of UNS Cultural Night 2014. It is proven that the tickets were sold out only in 5 hours after the ticket box was opened.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL OF CONSULTANT</td>
<td>ii</td>
</tr>
<tr>
<td>APPROVAL OF THE BOARD OF EXAMINERS</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iv</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ix</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>x</td>
</tr>
<tr>
<td>CHAPTER I: INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>a. Background</td>
<td>1</td>
</tr>
<tr>
<td>b. Research Questions</td>
<td>3</td>
</tr>
<tr>
<td>c. Objectives</td>
<td>3</td>
</tr>
<tr>
<td>d. Benefit</td>
<td>3</td>
</tr>
<tr>
<td>CHAPTER II: LITERATURE REVIEW</td>
<td>5</td>
</tr>
<tr>
<td>a. The Definition of Public Relations</td>
<td>5</td>
</tr>
</tbody>
</table>
b. The Activities of Public Relations........................................... 6

c. The Definition of Promotion................................................. 8

d. Promotion Strategy............................................................ 8

CHAPTER III: DISCUSSION......................................................... 10

a. Brief History of UNS Cultural Night....................................... 10

b. What The Writer Did during The Job Training........................ 11

c. What The Writer Did in UNS Cultural Night 2014................ 12

d. Promotion Strategies of UNS Cultural Night 2014 by
  The International Office of UNS........................................ 13

e. Application of Promotion Strategies of UNS Cultural Night 2014 by
  The International Office of UNS........................................ 16

CHAPTER IV: CONCLUSION AND SUGGESTION............................... 22

a. Conclusion.......................................................................... 22

b. Suggestion......................................................................... 25

BIBLIOGRAPHY

APPENDICES