

ABSTRACT

Technological developments in the media field to make the position of the television station in the first position in getting a portion of the ad. Many television stations multiplied since the presence of television station TVRI in 1962 made a new television stations are competing to get advertisers as it is known that the media company's largest revenue is from advertising, especially television. Hence the necessity of the marketing mix (marketing mix) as a strategic step in preparing the best components of marketing as a guideline for achieving goals and objectives. This study aimed to describe the elements of marketing mix, known as 7P are: product, place, price, promotion, process, people and physical Evidences to attract advertisers (clients).

This research uses qualitative research methods deskriptif. Researchers chose PT. Net Mediatama premises (NET TV) as the object of current research looks at the phenomenon of television NET TV as two years old but can beat private television ratings which first airs.

Results of research can be concluded based on each element of the marketing mix. The main product is the NET TV on-air program headed by two main divisions, namely news and production. The price given to the client NET TV raced on rate card and the price can be negotiated. NET promotion done by informing the development of the company. The process that bypassed somewhat ads can appear on television, is the company's first meeting with a client, when the deal sales and marketing division will provide advertising materials to traffic. Participants or employees who are responsible for looking advertisers are employees in sales and marketing division and also helped the news or if the client asks for ad production build in. NET have physical evidence that is uniform, id card, car operational.

Keywords: Marketing Mix (Marketing Mix), Advertising, Advertiser, Televisi