

## TABLE OF CONTENTS

THESIS AGREEMENT PAGE.....	ii
ORAL EXAMINATION REPORT.....	iii
THESIS ORIGINALITY STATEMENT .....	iv
ABSTRACT.....	v
MOTTO AND DEDICATION.....	vii
PREFACE .....	viii
TABLE OF CONTENTS .....	x
LIST OF TABLE.....	xii
LIST OF FIGURES .....	xiii
CHAPTER I.....	1
INTRODUCTION .....	1
1.1 Research Background.....	1
1.2 Problem Formulation .....	5
1.3 Research Objectives and Benefits.....	6
1.4 Writing Structure.....	7
CHAPTER II.....	9
LITERATURE REVIEW .....	9
2.1 Theoretical Framework .....	9
2.1.1 Basic Marketing Concept.....	9
2.1.2 Marketing Strategy.....	13
2.1.3 <i>Real Estate</i> Industry .....	25
2.1.4 Global Economic Challenges in the Context of the Real Estate Industry .....	31
2.2 Previous Research .....	32
2.3 Theoretical Framework .....	35
CHAPTER III .....	36
RESEARCH METHODOLOGY.....	36
3.1 Research Type .....	36

3.2 Time and Location of the Research.....	36
3.3 Data Resource .....	37
3.4 Research Instruments .....	37
3.5 Data Collecting Techniques .....	38
3.6 Data Analyse Techniques .....	39
CHAPTER IV .....	42
RESULTS AND DISCUSSIONS .....	42
4.1 History of PT Jatengland.....	42
4.2 Description of Informant.....	43
4.3 Research Result and Discussion .....	44
4.3.1 Marketing Strategy of PT Jatengland in Facing Global Economic Dynamics and Industrial Park Market Challenges.....	44
4.3.2 Factors Affecting the Formulation of PT Jatengland’s Marketing Strategy .....	46
4.3.3 Effectiveness of PT Jatengland’s Marketing Strategy in Increasing Investor Interest.....	48
4.3.4 Research Findings .....	50
4.3.5 SWOT Analysis.....	51
4.3.6 Strategic Implications Based on TOWS Matrix.....	54
4.3.7 SWOT Analysis as Indicator of Marketing Strategy Effectiveness.....	56
CHAPTER V.....	58
CONCLUSION AND RECOMMENDATION .....	58
5.1 Conclusion .....	58
5.2 Recommendation.....	59
5.3 Limitations.....	60
REFERENCES.....	61
APPENDIX.....	64