

**PENERAPAN *PRICE DISCOUNT* DAN *BONUS PACK* DALAM  
MENJARING PEMASANG IKLAN CILIK PADA SKH KEDAULATAN  
RAKYAT YOGYAKARTA**

**Ella Mifta Prastika**

**Abstrak**

Penelitian ini bertujuan untuk mengetahui sejauh mana penerapan promosi penjualan berupa *price discount* dan *bonus pack* seiring menurunnya jumlah pemasang iklan cilik dalam kurun waktu lima tahun terakhir. Jenis penelitian yang digunakan ialah kualitatif deskriptif dengan pendekatan wawancara, observasi dan dokumentasi untuk pengambilan data. Hasil analisis menunjukkan penerapan promosi penjualan pada iklan cilik belum terpublikasikan secara luas. Pemberian *price discount* dan *bonus pack* diberikan secara langsung kepada calon pemasang iklan cilik yang datang ke kantor serta memasang poster di ruang pelayanan. Iklan cilik memiliki halaman khusus dengan beragam jenis yang berkaitan kebutuhan masyarakat. Sebaran pembaca SKH Kedaulatan Rakyat yang cukup luas memberikan nilai lebih terhadap produk iklan cilik. Dibutuhkan inovasi agar mampu menjaring pelanggan baru, mengingat pasar iklan cilik cukup luas. Apalagi target yang ditetapkan perusahaan atas pendapatan harian iklan cilik belum mampu tercapai.

**Kata Kunci:** *Bonus Pack, Price Discount.*



Dr. Setiyono, M.Si.

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**APPLICATION OF PRICE DISCOUNT AND BONUS PACK IN  
ATTRACTING YOUNG ADVERTISERS ON THE SKH KEDAULATAN  
RAKYAT YOGYAKARTA**

***Ella Mifta Prastika***

***Abstract***

*This study aims to determine the extent of the implementation of sales promotions in the form of price discounts and bonus packs as the number of small advertisers has decreased in the last five years. The type of research used is descriptive qualitative approach with interviews, observation and documentation for data collection. The results of the analysis show that the application of sales promotion to child advertising has not been widely published. Price discounts and bonus packs are given directly to potential little advertisers who come to the office and put up posters in the service room. Small ads have a special page with various types related to the needs of the community. The wide distribution of SKH Kedaulatan Rakyat readers gives added value to small advertising products. Innovation is needed to be able to attract new customers considering the small advertising market is quite wide. Moreover, the target set by the company for the daily revenue of small advertisements has not been able to be achieved.*

***Keyword: Bonus Pack, Price Discount.***



*Dr. Setiyono, M.Si.*