

ABSTRACT

Agus Masrianto. Strategic Marketing on METRO TV. The specific-purpose of the present study is to make strategic marketing plan for METRO TV with Sustainable Market-ing Enterprise Model as Strategic Business Model .

This study used Malcolm McDonald on Marketing Plan Theory and Hermawan Kartajaya on Marketing. The respondents of this study were executive in METRO TV. The tool used in the data gathering were the questionnaire, printed materials, like books, articles, unpublished material, AGB Nielsen Media Research data and other printed sources.

Sustainable Market-ing practices can help enterprise save money, eliminate hassle, avoid risk, stay in the market, and improve METRO TV competitive position in TV business. The researcher provided the specific recommendations for Management of METRO TV as follows: (1) Understand market - desirable TV program, (2) Create innovative TV programs, (3) Strengthen digital library for development preparation of multimedia contents, (4) Target market focus, so that performance measurement will be absolutely clear and specific, (5) Strengthen promotion on its differentiation, (6) Improve its services by using experiential marketing, (7) Have explicit and transparent value to measure employee, customer and owner success, (8) Be totally implemented immediately its corporate culture, (9) Run the business process effectively and efficiently, (10) Have started long term marketing approach

The researcher endorses the above recommendation which if implemented will help to improve METRO TV in terms of Sustainable Market-ing Enterprise and hopefully rebound to increase revenue of METRO TV

Keyword: *Strategic Marketing, 'Sustainable Market-ing Enterprise' Model*