

ABSTRACT

University of Muhammadiyah Yogyakarta

Faculty of Social Science and Political Science

Department of Communication Studies

Concentration Broadcasting

Muhammad Ravesta Assti Pratama

Marketing Strategy Sponsorship PSIM Yogyakarta in League 2 Indonesia 2017

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In this increasingly competitive world of football, the challenges faced by clubs competing in the Indonesian league is not easy. The club which want to be able to compete would require a strong financial such as bringing in sponsors. With the sponsorship of the club's finances will be helpful in navigating the competition. Especially after the prohibition of the use of Regional Revenue and Expenditure Budget (APBD) to finance football of course this makes the club have to know how to find a sponsor to survive in Indonesia football arena.

Through this research, researchers analyze marketing strategy sponsorship PSIM Yogyakarta in League 2 Indonesia 2017. Type of research used in this research is descriptive qualitative. The research method is case study and data collection by interviews and documents.

In the 2nd league season Indonesia 2017, PSIM Yogyakarta management managed to bring in 6 sponsors namely Ahmad Dahlan University, Corsa, Gojek, Bank Jogja, Gudenet and MTRM Merch. In running the strategy so far management PSIM Yogyakarta to offer cooperation and through submission of proposals to several national companies. Sponsorship cooperation process in PSIM Yogyakarta has been going well. The entry of sponsorship in League 2 Indonesia 2017 is quite helpful financial PSIM Yogyakarta for 1 season. In Liga 2 Indonesia 2017 PSIM Yogyakarta spent Rp.3.150.000.000, - the funds are much spent on the salaries of players and the cost of out-of-town matches. With the presence of 6 sponsors in PSIM Yogyakarta for League 2 Indonesia 2017 proves that PSIM Yogyakarta is a professional club that is not financed by the government.

Keywords : Strategy, Marketing, Sponsorship

