

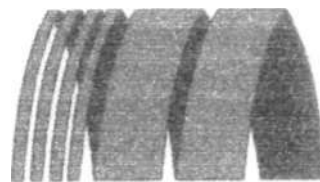
DIRECT MAIL
AS A MARKETING TOOL TO ADVERTISE
MOY FA RESTAURANT

SKRIPSI

By:

SULIESTYAWATI HARYANTA
Reg. No. 33496033

PROGRAM STUDI MANAJEMEN PERHOTELAN
INTERNATIONAL HOSPITALITY MANAGEMENT



CHNN

FAKULTAS EKONOMI UNIVERSITAS KRISTEN PETRA
SURABAYA
CHRISTELIJKE HOGESCHOOL NOORD-NEDERLAND
LEEWARDEN

SURABAYA-LEE UWARDEN
2001

SKRIPSI/TUGAS AKHIR
No.007/EP-IHM/2001

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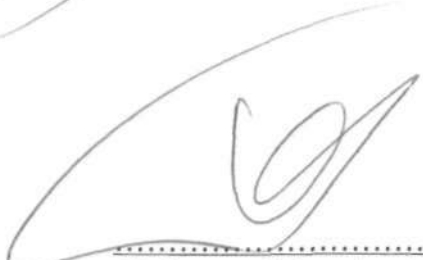
ACCEPTED PAGE

This dissertation is accepted by
International Hotel Management
Christelijke Hogeschool Noord-Nederland

Director of International hotel Management
Leeuwarden, May 2001




Drs. K.W. van der Hoek




.....
Chairman of Examination Board

Drs. Henk Bruins
CHN supervisor



Mary Lin
company supervisor



Accepted by : Hospitality Management Departement
Economics Faculty
Petra Christian University

Acknowledgment by :

Surabaya, August 2001



Dra. Juliuska Sahertian, M.Sc
Head of Hotel Management Program

**SURAT PERNYATAAN PERSETUJUAN
PUBLIKASI KARYA ILMIAH UNTUK
KEPENTINGAN AKADEMIS**

Yang bertanda tangan di bawah ini, saya :

Nama : Sulieshyawati Haryanta, Mahasiswa Universitas Kristen Petra

NRP : 33496033

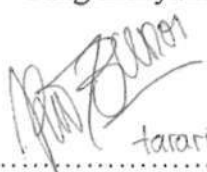
demi mengembangkan Ilmu Pengetahuan, menyetujui bahwa karya ilmiah saya yang berjudul Direct Mail as a marketing tool to Advertise May Fa Restaurant beserta perangkat yang diperlukan (bila ada) untuk disimpan, dipublikasikan dan atau diperbanyak dalam bentuk apapun oleh Universitas Kristen Petra bagi keperluan akademis.

Demikian surat pernyataan ini saya buat dengan sebenarnya.

Dibuat di : Surabaya
Pada tanggal : August 04th 2001

Yang menyatakan

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Finally, the writer would like to thank the family, boyfriend, friends and college for their patience, encouragements, and problems, which strengthen the writer throughout this time.

Sulistyawati Haryanta

Axel, 03 May 2001

PREFACE

This dissertation is written to complete my Bachelor degree of Hotel Management at Christelijke Hogeschool Noord-Nederland in Leeuwarden and Petra Christian University in Surabaya, Indonesia. The subject of this dissertation interested me when my company supervisor, Mrs. Mary Liu introduced me about marketing tool, which is run by her restaurant, Moy Fa.

This one-year traineeship gave me the opportunity to learn and to search more about it, and from this action, I try to find out what are the added value of this subject and give suggestions for some parts that can be improved in the coming future.

I have learned a lot through this traineeship, especially in writing this dissertation because of the limited time, working and school schedules, make me more mature and learn a lot about time management.

I hope this dissertation interested everybody who has a chance to read it.

Sulistyawati Haryanta

Axel, 03May2001