



**THE RELEVANCE OF PRACTICING NEWSPAPER
ADVERTISING: A CASE STUDY OF KFCH
INTERNATIONAL COLLEGE**

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ABSTRACT

Advertising and promotions plays important roles in the organization or in the company itself because it can attract more people to buy the products as well increase the profit in the organizations. If they do a lot of promotion strategy, it can create consumer awareness towards a product or services and the product will be recognized by the customer. KFCH International College is the organizations that use several advertising media in order to attract potential students. Newspaper, magazine, radio and internet is the example of media that been used by the company. Researcher found that all of the media has its own important to the company because it can create good image, consumer awareness and also create a good relationship with their respective customer. Besides that, it also can increase company sales, profit and market share. Newspaper is a media that been practicing by the company since the early opening of the company until now. Although newspaper is among the traditional media, currently, the company still invests huge money to it. Nowadays, internet has been a popular media to been use by people to get information and some of the people might think that newspaper is not relevant to be use. Hence, the researcher conducts this research to identify whether newspaper advertising is still relevant to be practicing by the company.