

ABSTRACT

Majoring in Advertising

Department of Communication Studies

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Thesis Title : “The Competition for Advertising Between Tabloid” (Analysis of the Competition for Advertising Between Tabloid Nova and Tabloid Genie Using Niche Theory in November 2015-Januari 2016)

Year of Thesis : 2016 + 323 Pages + 92 Tables + 2 Pictures + 28 Charts

List of Literature : Books+ Journals+ Online Resource

The research about the competition for advertising based on the type, the shape and the location of segment between Tabloid Nova and Tabloid Genie have been done because this two tabloids had the same characters on the type, rubrics and readers segmentation. This two tabloids also have been the womens tabloid with most ad in Indonesia. To ensure its survival, the media have a sources of support. One of the source of its support is ad. The ad is positioned as the food of media. To get the ad every media will compete. More similarities owned media, the higher competition is done to get the ad because the limited of source. This research using Niche Theory. This theory used to know how big the competition between two or more media. There are two measurement in this theory, there are Niche Breadth to know how dependent the media with ad as its food and Niche Overlap to know how compete thats media on competing the ad as its food. This research using descriptive quantitative method. Descriptive method is a method to research about group status, an object, a set condition, system of mind or a class events in the present. From the data obtained for three months, it can measure the level of Tabloid Nova and Tabloid Genie dependence on advertising is a generalist and the level of competition for advertising is very tight.

Keyword : Media Competition, Descriptive Quantitative, Niche Theory.