ABSTRACT

Competition between new media in Indonesia to motivate whole media (newspaper, magazines, TV, radio and internet) became more effective than before. The problems be up against of Kaltim Pos to effectiveness, especially from new others newspaper ad rate push the newspaper publisher management to know how deep they newspaper still believed as a advertising spread media to the community.

The aims of this study are to analyze demography and geography characteristic of Kaltim Pos readers, to identify Kaltim Pos reader behavior, to analyze satisfaction level of reader, to identify market penetration of Kaltim Pos and factors, and also to identify decision models of readers which ad rate correlation.

Total respondents who filling and return questionnaire are 7236 persons from 27 city/regional in East Kalimantan Province. The Kaltim Pos readers are segmented to 3 groups from different demography background, i.e.: age, sex, marriage status, education, income, expense and family burden.

None attributes need to be improve, News quality and contents of newspaper need to be maintained, Price and selling service included at low priority, Font and Lay Out included at showing excessive or satisfy value.

The Kaltim Pos newspaper position has majority on 26 to 35 years olds readers, High school education, monthly income between Rp.750.001-Rp.1.000.000, and also monthly expenses between Rp.750.001-Rp.1.000.000.

Top Of Mind for brand of Sweet Curdle Milk product is Frisian Flag, Hand Phone product is Nokia, and Electronics Product (Television) is Sharp. The most of three for Brand Recall of Sweet Curdle Milk products are: Susu Cap Nona, Cap Enak and Indomilk.