

**UNIVERSITAS BINA NUSANTARA**

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*School of Business Management***Jurusan Sistem Informasi dan Manajemen****Skripsi Sarjana Strata 1****Semester Genap tahun 2014/2015****THE DESIGN OF RESPONSIVE WEB BASED E-MARKETING FOR SPORT  
SERVICE COMPANY USING FLOWER OF SERVICE MODEL AND 7C'S  
FRAMEWORK  
(CASE STUDY : ELTOS SPORT)****Khanty Florensia 1401083001****ABSTRACT**

*The interest of sport has been grown fast in the past decade that makes competition between sport service company have increased. E-marketing can support increasing supplementary service that is compatible with customers' needs and situations which is company that implement e-marketing will have competitive advantage in the market. This thesis will explain internal and external situation analysis using Lovelock's Flower of Service and Porter's Five Forces Industry Analysis to understand current situations of the company and build suitable e-marketing using 7C's Framework. The object of study is Eltos Sport which is one of the sport facility company that rents badminton and billiard court.*

**Key Words:** *E-Marketing, Lovelock's Flower of Service, Porter's Five Forces Industry Analysis, 7C's Framework.*

**ABSTRAK**

Peningkatan minat masyarakat terhadap kegiatan olahraga menyebabkan persaingan antar perusahaan yang menawarkan fasilitas olahraga meningkat. *E-marketing* dapat mendukung meningkatkan jasa tambahan yang sesuai dengan kondisi dan tipe pelanggan perusahaan sehingga perusahaan dapat unggul di dalam pasar. Penulisan tugas akhir ini menjelaskan analisis internal dan eksternal menggunakan *Lovelock's Flower of Service* dan *Porter's Five Forces Industry Analysis* untuk mengetahui keadaan perusahaan dan merancang *e-marketing* yang sesuai menggunakan *7C's Framework*. Obyek penelitian ini adalah Eltos Sport yang merupakan salah satu perusahaan yang menawarkan jasa penyewaan *billiard* dan lapangan *badminton*.

**Kata Kunci:** *E-Marketing, Lovelock's Flower of Service, Porter's Five Forces Industry Analysis, 7C's Framework.*