

**“Manajemen Pemasaran PT Ultrajaya Milk Industry & Trading Company, Tbk pada Saluran Pemasaran Khusus (*Special Channel*)”** *“(Management Marketing PT Ultrajaya Milk Industry & Trading Company, Tbk in Special Channel)”*

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***ABSTRACT***

*Field work practice is done in PT Ultrajaya Milk Industry & Trading Company, Tbk on March 8, 2016 until May 27, 2016. Field work practice in PT Ultrajaya Milk Industry Trading Company, Tbk, carried out in the sales office in Jakarta, which is the central marketing agency for product Ultrajaya. Ultrajaya marketing office has a duty to regulate the marketing and sales of product Ultrajaya in the whole account in Indonesia. Centralmarketing office stints designing marketing strategies in th short term, and control selling of product to accounts that are scattered throughout Indonesia. This report focused on the marketing strategy to special channel, which purpose to know process of marketing and marketing strategy in PT Ultrajaya Milk Industry & Trading Company, Tbk, to customer of special channel.*

***Keywords:*** *Marketing, special channel*