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APPENDICES

A. List of Table

Table 4. 1 Market Potential

Indonesia	Number of Indonesian Tourist Trips (Persons)		
	2015	2016	2017
	256 419 006	264 337 518	270 822 003

Table 4. 2 Market Segmentation

SEGMENTATION BASIS		
Segmentation Demographic	Age	5 – 17 18 – 34 35 – 50 >50
	Gender	Man and Woman
	Nationality	Indonesia
	Monthly Income	1,5 million – 3 million 3 million – 5 million >5 million
	Job	Student/Student Businessman Office Employees Factory worker International Organization Retired Housewife Other Jobs
	Education	Kindergarten, elementary, middle, high school and College

Geographic Segmentation	Province City	The whole province of Yogyakarta
Psychographic Segmentation	Personality	have a lifestyle looking for fun looking for a challenge grouping looking for natural beauty
	Socio-Economic Level	Middle down Intermediate Middle up
	Lifestyle	Prestigious fashion Prestige Freedom of expression Activity outside the house
	Interest	Holiday Experience Adventure Gather Alone
Cohort Segmentation		Children Young generation Old generation

B. List of Figure

Figure 4. 1 Organizational Structure

