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Promotion strategy in increasing the tourists' interest in visiting UPT Balanga Museum Palangka Raya City

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Abstract. In this research, the writer chose 'Promotion Strategy in Increasing the Tourists' Interest in Visiting UPT Balanga Museum Palangka Raya City' as the title of the research. This research was aimed to observe the promotion strategy which can be done by the museum manager in order to increase the tourists' interest in visiting the museum. This research is qualitative descriptive research. Purposive sampling method was applied in collecting the data. There were six people which are: a manager and five tourists. The data collecting process of the research was also supported by observation and documentation. Furthermore, source triangulation technique was applied in order to observe its validity and reliability test. The data analysis was done by using SWOT analysis. The result of the research shows that UPT Balanga Museum needs to be repaired and it also needs to have promotion strategy improvement based on the 8 promotion mix. There were four promotion methods chosen as a focus in repairing the promoting strategy and used as UPT Balanga Museum intensely, which were advertising, event and experience, online marketing, and social media. The rest of the methods which are sales promotion, direct marketing, mobile marketing, and personal marketing are never be chosen as the focus of UPT Balanga Museum. It is because the tourists' data was not complete enough. After doing this research, the writer concludes that UPT Balanga Museum has cooperated with print media (Kalteng Pos) and online media (@infokalteng). Moreover, UPT Balanga Museum is also collaborating with several schools and universities around Palangka Raya City. This museum also has its own Instagram and YouTube account as the promotion media.

Keywords. Promotion Mix, Museum, Promotion Strategy, Visiting Interest.

1. Introduction

Museum is a part of cultural tourism and it serves monument and historical things, relics of the past, cultural and religious arts, etc. Museum is also an institution which is permanent, non-profit, public service, available to public, collecting, taking care, connecting and showing the artifact related to human's identity and their environment as the aim of the study, education, and recreation (International Council of Museum (ICOM))

Generally, the problem which happens in Indonesia Museums is it is difficult in increasing the tourists' interest to visit the museum. The small number of the tourists who visit the museum indicates that museum is a tourist attraction which is not interesting enough. There are two major problems which cause UPT Balanga museum becoming less desirable especially when it is seen based on its number of tourists who visit the museum at holiday. First, it is the

internal aspect of the museum itself. It refers to the aestheticness of the museum's visual. And second, it is related to the relation between public and the museum itself. It refers to how far the strategy of the museum as the educational institution and arts in establishing the interactions with public positively. This following table shows the data of the UPT Balanga Museum's visitors in 2016 to 2020:

Table 1 Number of the Visitors of UPT Balanga Museum in 2016-2020

Years	Number of the Visitors
2016	5.157
2017	10.097
2018	6.352
2019	5.988
2020	3.436

Source: Department of Tourism, Culture, Youth, and Sports Palangka Raya City, 2022

Based on the table above, it can be seen that the UPT Balanga Museum has experienced changes in the number of its visitors. It includes the decreasing number of the domestic and foreign tourists who visit the Balanga Museum. Even though the number of the visitors was decreasing from 2016, 2019 to 2020 but it was increasing in 2017.

If the museum is considered as a learning medium, then its promotion strategy is very important thing to be taken seriously. It is aimed to make the museum becomes an attractive place for the visitors and the number of tourists every year will increase. UPT Balanga Museum is one of the museums which is considered as a tourist attraction that can help the government in increasing the number of the museum visitors in general so that the tourists are interested in visiting the museum. It should also have well-established management in order to manage the museum properly. For this reason, a management is needed in order to improve the image of the museum and attract the tourists to visit the museum.

2. Literature Study

2.1 Promotion

a. Definition of Promotion

According to [1] promotion is one of the variables in the marketing mix which is very important for companies to do in marketing service products. Promotional activities are not only used as the communication tool between the company and consumers, but also as a media to influence consumers in purchasing activities or using services according to their needs.

Meanwhile, [2] said promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to spread the information, influence/persuade, and remind the target market of the company of its products and they are willing to accept, buy, and be loyal to the products offered by the company. There are several opinions from the other experts related to promotion, including:

- 1) According to [3] promotion is a special variable of marketing to attract the attention of potential tourists to visit a certain destination and enjoy various activities designed in tourism.
- 2) According to [4] promotion is one of the determining factors for the success of a marketing program to provide information about the existence of a product.

3) Meanwhile, according to [5] promotion is a kind of communication that explains and convinces consumers about goods and services with the aim of gaining attention, educating, reminding and convincing potential consumers.

b. The Aim of Promotion

According to Kotler and Armstrong in [6] the aim of promotion activities are:

- 1) Encourage short-term customer to purchase or improve the relationships with long-term consumers.
- 2) Encourage retailers to sell new items and supply more stock.
- 3) Advise the company's products and provide more wiggle rooms.
- 4) Get more sales support for previous or new products and encouraging salesperson to get new customers.

c. Method or Promotion Forms

According to [4] generally, the forms of promotion can be distinguished based on their specific tasks. They are:

1) Personal Selling

Personal selling is a direct (face-to-face) communication between the seller and potential customers to introduce a product to customers.

2) Mass Selling

Mass Selling consists of advertising and publicity, which is an approach in using communication media to convey the information to the public at a specific time.

3) Sales Promotion

It is a form of direct persuasion through the use of various incentives that can be designed to stimulate the the consumers to purchase the products

4) Public Relations

It is a comprehensive communication effort of a company to influence the perceptions, opinions, beliefs, and attitudes of various groups towards the company.

5) Direct Marketing

It is an interactive marketing system which exploits one or more advertising media to create measurable responses and or transactions in any location.

d. Promotion Indicator

According to [7], promotion indicators should give more attention towards Promotion Frequency, Promotion Quality, Promotion Quantity, Promotion Time, and Promotion Accuracy. Meanwhile, according to [3], the concept of promotion in different terms is called as conversation, they both emphasize the promotion model is done horizontally, two-way directions, peer to peer, and many to many.

2.3 Promotion Mix

According to [3], promotion is a special marketing variable to attract potential tourists to certain destinations and enjoy various activities designed in tourism. According to Swastha in [8], the promotion mix is the best combination of strategies in the variables of advertising, personal selling, other promotions. All of which are planned to achieve the objectives of the sales program.

Meanwhile, according to [9], promotion activities are the marketing communication mix or better known as the promotion mix, which are:

- a. Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services through an identified sponsor. Therefore, there are several choices of media that can be used: print and electronic media.
- b. Sales promotions are short-term incentives to establish the trial purchases of goods or

- services. Some of the means of sales promotion are conducting exhibitions, giving coupons
21th prizes, distributing the product samples, sweepstakes, and so on.
- c. Events and Experiences is company-sponsored activities and programs designed to create
16th interactions related to a certain brand.
 - d. Public Relations and Publicity is any programs designed to promote or protect the image
of a company or an individual product. 19
 - e. Direct Marketing and Database is a marketing technique done by using mail, telephone, or
e-mail to communicate directly with customers.
 - f. Online and Social Media Marketing is a marketing technique conducted online which is
designed to involve customers directly in improving the company's image or obtaining
product sales.
 - g. Mobile Marketing is a special form of marketing which gives us a chance to communicate
with the consumer via a smartphone or tablet.
 - h. Personal Selling is a selling technique which is done by employing face-to-face
presentations, answering questions, or procuring messages.

2.5 Visiting Interest

Basically, visiting interest is a feeling or desire to visit an interesting place or area. In this case, the theory of visiting interest is taken from the theory of buying interest of a product. Therefore, in several categories, visiting interest can be applied from the model of buying interest. Here are the explanations of the theory of visiting interest.

Interest is an t 17 that motivates someone to take action. According to Schiffman and Kanuk in [10], buying interest is a psychological activity that arises because of the feelings and thoughts about a desired product or service. Based on some of those opinions above, it can be concluded that visiting interest is a statement of someone's desire to buy a product or service. According to Kotler and Keller in [10], there are two factors that influence a person's buying interest. First, the other people's attitude and behavior, in this case the attitude of others potentially have both negative and positive effect towards the customers' buying interests. The negative influence causes consumers refusing to buy a product, while the positive influence will motivate consumers to purchase a product. Second, uninspired situations, the situations which suddenly appear and have the ability to change the consumers' buying interest.

2.4 Museum

According to the Advanced Dictionary, a museum is a building which displays the objects that have artistic, historical, scientific and other values. Based on the results of the 11th general deliberation of the International Council of Museums (ICOM) in 1974 in Denmark, the functions of museums include:

- a. Collect and preserve natural and cultural heritage
- b. Documentation and scientific research
- c. Conservation and preservation
- d. Spread the knowledge to the public
- e. Introduction and appreciation of art
- f. Visualization of natural and cultural heritage
- g. Reflection of the growth of human civilization
- h. Generate gratitude and piety towards the God Almighty

2.5 Museum Classifications

- a. Based on its collection level

- 1) National Museum

National Museum is a type of museum that has collection level according to the national

- class or at the national level.
- 2) Regional Museum
Regional museum is a type of museum that has a limited level of collection and is only in the scope of a regional area.
 - 3) Local Museum
A local museum is a type of museum that has a collection level at the regional level only. The objects collected in this museum are only limited to the heritage and culture that exists in a certain area.
- b. Based on its managerial system
Based on its managerial system, the museums are divided into two types, including:
- 1) Government Museum
Government museums are museums organized and managed by the government, both central and local governments.
 - 2) Private Museum
Private museums are museums which are not organized by the government. This museum was founded and organized by individuals but it still has to get permission from the government.
- c. Based on its collection
Based on the collection the museums have, they are divided into two types, which are:
- 1) Public Museum
A public museum is a museum which has the collections in the form of material evidence of humans and their environment related to general matters.
 - 2) Special Museum
A special museum is a museum which has the collections related to one branch of science, technology, and many other realms.

31 Research Methods

15 This study used descriptive qualitative method. This method was intended to investigate circumstances, conditions, situations, and events. The results of this research are presented in the form of a research report. Therefore, this research used a purely descriptive approach or survey, which is then formed in an analysis of the results to confirm a condition of the study [11]. This study used a purposive sampling technique. This method allowed the researcher to select the informants who were considered as competent people and know the most about the problems to be studied. The parties who have been selected as research subjects were 1) Head of UPT Balanga Museum; 2) Domestic tourists who have visited UPT Balanga Museum within the last 3 or 5 years. In this study, the researcher chose the qualitative research method. Therefore, the data obtained must be detail, clear, and specific. [12] explained that data collection can be done by doing an interview, observation, documentation technique, and literature study. To finish this research, the researcher used the four techniques above to be his techniques in collecting the data.

4. Finding and Discussion

An effective promotional strategy is one of the techniques used to break through the tastes and desires of the consumers and create an image that is able to influence several people who are expected to have interests towards the products or services. Based on the theory proposed by [9], promotional activity is the marketing communication mix which is better

known as the promotion mix. It is an incorporation of eight marketing communication models, namely ¹⁴

- a. Advertising
- b. Sales Promotion.
- c. Events and Experiences.
- d. Public Relations and Publicity
- e. Direct Marketing and Database
- f. Online and Social Media Marketing
- g. Mobile Marketing
- h. Personal Selling

The following strategies are implemented by the manager of the UPT Balanga Museum:

4.1 Advertising

From the interviewee's with the manager of the UPT Balanga Museum, it can be concluded that the most used forms and promotional strategies are Instagram and YouTube. It is because the majority of people currently use social media rather than print media to make it easier for them in finding various information. The manager of the UPT Balanga Museum also collaborates with print media such as the Kalteng Pos newspaper. They also use the social media such as Instagram (@museumbalanga) or Instagram account belonging to the Department of Culture and Tourism itself, and the electronic media such as kaltengonline.com. Balanga Museum Instagram account (@museumbalanga) and YouTube Channel (Balanga Museum, Central Kalimantan) will be used as a promotional media to introduce more about the UPT Balanga Museum, particularly, to the entire community in Palangka Raya City, Central Kalimantan and all of Indonesian people in general. The tourists who come to visit UPT Balanga Museum usually know about this place through the official accounts of @museumbalanga and @infokalteng.

²⁸ From the results of the interviews it can be concluded that word of mouth is also a medium that influences the interest of tourist visits. According to [13], word of mouth is the most powerful promotion media in promoting products or services to two or more consumers. Customers who have had a unique experience are more likely to add it to their to-do list. And then, they consciously or unconsciously express it verbally to others (word of mouth) on various occasions. This is supported by the results of interviews with the tourists above. The visitors who have visited UPT Balanga Museum will definitely retell their experiences to their closest friends and relatives who want to visit UPT Balanga Museum as well. Social media owned by UPT Balanga Museum can also be used as a very profitable promotional media since it can attract ²⁹ many tourists to visit the museum.

It can be concluded that social media and word of mouth are the benchmarks for the manager of the UPT Balanga Museum to design and develop the promotion strategies so that it may give the advantages for the manager in order to enhance their promotion strategy through social media. Therefore, the museum is better known by both local and foreign tourists by optimizing promotions through Instagram, Facebook, Twitter, YouTube, and Website. In addition, during the pandemic just like today's condition, the promoting activities using social media and word of mouth are very beneficial. It is because it can reach out all levels of the society both inside and outside Central Kalimantan.

4.2 Sales Promotion ²²

According to [9], sales promotion is various short-term incentives to encourage the product trial of goods or services. Several media in applying this promotion strategy are establishing any exhibitions, giving the coupons with prizes, distributing the product samples,

giving sweepstakes, and so on.

UPT Balanga Museum is under the guidance of the Department of Culture and Tourism. Therefore, the sales promotion facilities such as establishing the exhibitions, giving prize coupons, distributing of product samples, giving sweepstakes, and so on must be approved by the Department of Culture and Tourism. It becomes ineffective because to conduct an exhibition, it will take a lot of expenses. Of course, the Department of Culture and Tourism take it into its consideration in giving approval. It is because the funds will also be allocated to give the coupons and prizes.

4.3 Sales Promotion

According to [9], events and experiences strategy is company-sponsored activities and programs designed to create daily interactions related to certain brands, in the form of arts festivals, entertainment, charity events, and so on. Head of UPT Balanga Museum was stated has an annual agenda that must be carried out. This agenda is called as the "marasih ramu" ritual. It is a ritual led by Basir or a religious leader of the "Kaharingan" Hindus. The people here are chanting prayers to give peace to the spirits that reside inside the heirlooms in this museum. "marasih ramu" ritual is also considered as a form of giving gratitude and prayer for the non-natural disaster of COVID-19 and natural disasters such as flood which is now starting to recede.

From the result of the interview it can be concluded that UPT Balanga Museum has an annual agenda which should be done. Even though COVID-19 is still happening today, this ritual is done by implementing the health protocol. This ritual is usually available for public but this year it is limited only for the managers, religious leader, and the representatives of the Department of Culture and Tourism. This ritual can be used as a promotional media to introduce UPT Balanga Museum to the people of Palangka Raya city and also to the people from the other cities. The manager of the UPT Balanga Museum hopes that the community can continue their tradition from the past. Moreover, this ritual may become a special attraction to increase the tourists' visiting interest.

4.4 Public Relation and Publicity

According to [9], public relations and publicity is various program designed to promote or protect the image of a company or its products. The examples of the activities related to the public relations and publicity strategy are: donations, speeches, seminars, and others. From the results of the interview, it can be concluded that the UPT Balanga Museum has collaborated with the local government because this museum is managed by the Department of Culture and Tourism. In addition, UPT Balanga Museum also collaborates with several schools, universities, educational institutions, art studios, and other communities in Central Kalimantan regencies, especially Palangka Raya City. This museum also collaborates with Youtubers to support the activities the museum does.

4.5 Direct Marketing and Database

19 According to [9], direct marketing and database is marketing strategy that is done by mail, telephone, or e-mail, to communicate directly with customers. UPT Balanga Museum uses direct marketing to every activity held at the museum. The management will invite several schools and universities to attend and participate in activities at the museum. From the statement of the informants, it can be interpreted that the manager of the UPT Balanga Museum has done direct marketing by inviting students to take part in every activity carried out at the Balanga Museum. Moreover, the museum manager is also conducting traveling exhibitions to the several districts.

However, direct marketing by conducting traveling exhibitions is not effective. It is

because the distance between the Balanga Museum, which is located in Palangka Raya City, and other districts is very different one to another. For example, the distance between Palangka Raya City and the nearest regency, Katingan is 2 hours (88 km) and the distance between Palangka Raya City and the farthest regency, Sukamara (686 km) ± 12 hours without stopping at the rest area. Then direct marketing by inviting students or students is also less effective strategy since the subject or course schedule can change at any time according to the decision of the school or university.

4.6 *Online and Social Media Marketing*

According to [9], online and social media marketing is online activities and programs designed to engage customers and directly increase awareness, improve image, or obtain sales of service products.

From the interview it can be concluded that the manager of the UPT Balanga Museum uses digital marketing in an active way through various social media such as Instagram (@museumbalanga) and YouTube (Balanga Museum Central Kalimantan). The manager of UPT Balanga Museum does not only use Instagram and YouTube as a promotion media to increase the tourists' visiting interest, but the visitors can also give their critics and suggestions that will be taken by the manager as their consideration in developing the UPT Balanga Museum. Based from the data, it can be concluded that the manager of UPT Balanga Museum and the Department of Culture and Tourism use digital marketing to attract the tourist as many as possible. The manager of UPT Balanga Museum uses Instagram and Youtube to promote the museum. In addition, he also accommodates the aspirations from several parties to make UPT Balanga Museum more well-known and well-developed.

4.7 *Mobile Marketing*

According to [9], mobile marketing is a special form of marketing which the communication between the company and its consumers is done via smartphones or tablets. It is unable to be done at this museum because when the visitors enter the ethnography room or exhibition room I at the ticketing counter there will be a book in which the visitors should write down their names, their origin, and also their impressions. It becomes ineffective because to do mobile marketing, the manager of UPT Balanga Museum must know the visitors' social media username or mobile phone number to make it easier for him to apply the mobile marketing.

4.8 *Personal Selling*

According to [9], personal selling is promotion strategy which done by doing face-to-face presentations and answering the questions asked during the presentation. UPT Balanga Museum uses social media such as Instagram (@museumbalanga) and Youtube (Balanga Museum Central Kalimantan) as well as by collaborating with the youtubers to attract the tourists by providing evidences in the form of live videos. However, the manager of UPT Balanga Museum does not really emphasis on the personal selling. It is because the information about UPT Balanga Museum will only be provided when the visitors ask and visit directly. It will be easier to attract the tourists by making attractive videos such as watching a video when the youtubers visiting museums rather than listening to people talk through presentations.

5. Conclusion

From the analysis above, it can be concluded that promotion strategy done by UPT Balanga Museum manager is cooperating with online and printed media such as @infokalteng and Kalteng Pos. This strategy is done in order to make the museum to be more well-known. Moreover, the museum manager also becomes the admin for the museum's social media in

Instagram and YouTube. These two media are used to give informations towards the societies by posting photos and videos about UPT Balanga Museum itself.

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