

CHAPTER I

INTRODUCTION

1.1 Background of the project

Increasingly competitive business competition the trigger was the occurrence of modernization and globalization which led to rapid technological advances and rapid environmental changes. Therefore, business actors must continue to strive to meet the diverse needs of consumers and retain customers as well as win competition in business. sometimes business people forget one important aspect of their business, which is related to branding. This branding will also be in vain when these activities cannot create distinctive customer satisfaction (customer satisfaction is only provided by the product itself, not by competing products). The customer focus is solely on the pursuit of increasing sales in the hope of capturing market share, so that most sales are made based on the same customer value, so that the products and services to be purchased are based only on price rather than outstanding characteristics.

Consumers can buy products on the basis of the quality of the products and services they get. According to Schiffman and Kanuk (2016:18), consumers tend to trust products with popular or famous brand. This reason underlies the company to strengthen brand positioning to create brand image, brand trust and brand influence (brand appeal) that is positive and becomes strong in the minds of consumers, so consumers able to recognize products, evaluate quality, reduce purchase risk, and gain experience and satisfaction from a particular product differentiation Syamsuddinnor (2021).

A company or business unit is an organization whose activities produce a product, either in the form of goods or services, with the aim of obtaining profit and certain other goals that have been mutually agreed upon, whose ownership can be owned by an individual or jointly Wilman (2020).

At the start of the 21st century, water security is truly a global concern as hundreds of millions of people still lack daily access to clean and safe drinking water. The increasing risk of climate change makes us realize that in many areas of the world, air safety is increasingly under threat and cannot be underestimated. In a growing number of locations, people are drinking water that has been treated and recycled from low-quality or seawater, while sales of bottled mineral water have skyrocketed.

According to the journal Syamsudinor (2021) Current market developments require companies to be able to continue to meet community needs. One of them is the need for mineral water (drinking water in bottles). The need for mineral water (bottled drinking water) is increasing every year, so that competition between companies is getting tougher, very tight competition is marked by the increasing number of brands of mineral water (bottled drinks) on the market. Therefore, become a Top Brand to strengthen its business. Brand image and brand trust are factors that can influence consumer purchasing decisions. A good brand image will have a positive impact on companies that will increase profits for companies through consumer purchases.

Brand image can be formed through brand associations with consumers. there are three factors forming brand associations namely; Strength of Brand Association (how through experience, a brand can be deeply embedded in consumers and influence them), Brand Association Preference (how marketers and consumers believe that a brand can contain relevant attributes and benefits to meet their needs and wants), and Uniqueness of Association Brand (how a brand has a sustainable competitive advantage so that consumers have their own reasons to buy a product).

The history of human civilization and its life has never been separated from water and its environment. Human dependence on water is very high so that problems related to water resources that are happening in the world today are important issues that deserve attention. The total volume of water in the world has not decreased, but its quality has tended to decline and its quantity and distribution

have continued to change quite drastically², due to an increase in population, economic activity, and the impact of climate change.

Figure 1.1 is a picture of mineral water for BUMDES in tanjung medang village, without any packaging design.



Figure 1.1 Mineral water
Source: 2022 processed data



Figure 1.2 mineral water packaging box
Source: 2022 processed data

Based on the results of an interview the author conducted on June 4, 2022



Figure 1.3 Interview with Tanjung Medang Rupert Utara BUMDES members

Source: 2022 processed data

Interview with BUMDES members, to find out the progress of mineral water processing at Tanjung Medang Village there to get the results of my question to members of the Tanjung Medang BUMDES. The author knows that processed products from village BUMDES members have been marketed around the North Rupert area, but the sale of bottled mineral water that is sold has no design at all, and the head of BUMDES says that sales are only word of mouth. and not marketed through social media, or in any form. brochure . Therefore, bottled mineral water is still limited.

Based on the description above, the title chosen for writing in this study is “ **Branding of Mineral Water Products at Tanjung Medang BUMDES (North Rupert) ”** .

1.2 Identification of the Project

Based on the background above, the formulation of the problem in making mineral water brands is:

1. How to design an attractive logo to attract consumers who are the target of product sales.
2. How to make a name that is easy to recognize because an attractive name is also a factor in consumer attraction.

1.3 Purpose of the Project

The main objectives of the project that are expected to be achieved in writing thesis are as follows:

1. Creating name mineral water product of BUMDES tanjung medang village
2. Designing and createing a logo for mineral water product of BUMDES tanjung medang village
3. Designing and creating packaging mineral water product of BUMDES tanjung medang village

1.4 Significance of the project

Project this expect can beneficial for which party interested, while the benefits from project this is as follow:

1. For writer
Addition see writer about importance a Brand new in developing activities product. Besides that that writer also can full step means required in develop product which there is by providing a logo as a product identity.
2. For party Other
Other Project this can used as information addition and reference for researchers from agent other which want to to do study again carry on about title this.
3. For Public
Project this wait can donate idea and open problem which appear and give suggestion complete problem, so on finally can give profit for BUMDES itself.

1.5 Place of project implementation

The time and place of the project are as follows:

1. The location of the BUMDES is in Tanjung, Medang Village, District North Rupal

1.6 Writing system

Systematic writing of the brand business research model canvas (BMC) design as a mineral water business development strategy at BUMDES Tanjung, Medang Village, Rupert Utara, Bengkalis Regency, is as follows:

CHAPTER 1: BACKGROUND

In chapter 1 will explain the background, problem formulation, problem objectives, research benefits, scope, and problem boundaries as well as the systematics of writing the final project.

CHAPTER 2: LITERATURE REVIEW

In chapter 2, we will describe our previous research, basic theory, and framework

CHAPTER 3: METHOD AND PROCESS OF ACHIEVEMENT

Chapter 3 describes the method of conducting research consisting of research locations and objects, types and sources of data, data collection techniques, data analysis methods, type of research, research schedule and budget.

CHAPTER 4: RESULTS AND DISCUSSION

Chapter 4 describes the test results, discussion and limitations of the research results. The discussion of the results obtained is in the form of theoretical explanations both qualitatively, quantitatively and statistically.

CHAPTER 5: CONCLUSIONS AND SUGGESTIONS

In chapter 5, the author will provide conclusions and suggestions from the results of the research and discussion of the author's title so that it closes the preparation of the thesis proposal.