

CHAPTER I

INTRODUCTION

1.1 Background

Advances in the field of economics resulted in the development of the business world also experienced rapid growth and progress. This allows producers to think more critically, creatively and innovatively about changes taking place, both in the social, cultural, political and economic spheres. All this is demonstrated by the emergence of new companies. Like that move in the food and beverage sector, entrepreneurs strive to produce products that can meet the increasing needs and desires of consumers. The food and beverage industry is currently experiencing the strongest industrial development because eating and drinking are the basic needs of all living beings. There is a wide variety of food and beverages in terms of taste, shape and appearance of unique and interesting food and drink so that it can attract the attention of potential consumers and make them curious. Especially in the business of beverages, every year there are always new drinks that become the coverage of the entire layer of society. More and more new trends and innovations are emerging and rapidly expanding to Southeast Asian countries especially in Indonesia such as ice cream to tea drinks with boba for example.

One example of a tea drink with boba that is currently trending in Indonesia is mixue ice cream & tea. Mixue is a beverage outlet originating from China, founded in June 1997. Mixue began entering Indonesia in 2020, its first outlet in Indonesia was located in Cihampelas, Bandung (Rahman, 2022). The outlet serves a variety of drinks and ice cream. Several consumer factors prefer Mixue products compared to other brands because of their attractive packaging, softer texture and have a variety of flavors that can increase consumer purchasing decisions (Saleh, 2022). The featured menu is boba ice cream which is in demand

by many people from various circles. The following are the products sold at Mixue:

Table 1.1 Product Mixue

No	Categories	Name of product	Price
1	Ice Cream	Chocholate Cookies Smoothies With Ice Cream	Rp. 16.000
		Creamy Mango Boba	Rp. 22.000
		Oreo Sundae	Rp. 16. 000
		Mango Smoothies With Ice Cream	Rp. 16. 000
		Sundae	Rp. 16. 000
		Strawberry Ice Cream	Rp. 8.000
		Kiwi Smoothies	Rp. 16.000
		Strawberry Mi-Shake	Rp. 16. 000
		Berry Bean Sundae	Rp. 16. 000
		Strawberry Lucky Sundae	Rp. 16. 000
		Strawberry Smoothies With Ice Cream	Rp. 16. 000
		Vanilla Ice Cream	Rp. 8.000
		Ice Cream Jasmine Tea	Rp. 13.000
		Boba Shake	Rp. 16. 000
		Chocolate Lucky Sundae	Rp. 16. 000
		Boba Sundae	Rp. 16. 000
		Mango Sundae	Rp. 16. 000
Mix Sundae	Rp. 16. 000		
Mix Vanilla and Srawberry Ice Cream	Rp. 8.000		
Ice Cream Earl Grey Tea	Rp. 13.000		
2	Fruit Tea	Peach Tea Earl Grey Tea	Rp. 16. 000
		Passion Fruit Jasmine Tea	Rp. 20.000
		Fresh Squeezed Lemonade	Rp. 10.000
		Mango Oats Jasmine Tea	Rp. 16. 000
		Lemon Jasmine Tea	Rp. 12.000
		Kiwi Fruit Tea	Rp. 15.000
		Hawaian Friut Tea	Rp. 22.000
		Lemon Earl Grey Tea	Rp. 12.000
3	Milk Tea	Oats Milk Tea	Rp. 19.000
		Milk Tea With 2 Toppings	Rp. 19.000
		Red Bean Milk Tea	Rp. 19.000
		Brown Sugar Pearl Milk Tea	Rp. 19.000
		Coconut Jelly Milk Tea	Rp. 19.000
		Pearl Milk Tea	Rp. 19.000
4	Fresh Tea	Earl Grey Tea With 2 Toppings	Rp. 13.000
		Jasmine Tea With 2 Toppings	Rp. 13.000
		Original Jasmine Tea	Rp. 10.000
		Original Earl Grey Tea	Rp. 10.000
5	Mixue Coffee	Lemon Coffee	Rp. 14.000
		Coffee Cookies Sundae	Rp. 18.000
		Coffee Ice Cream	Rp. 8.000
		Americano Coffee	Rp. 12.000
		Coffee Smoothies With Ice Cream	Rp. 16.000
		Coffee Boba Sundae	Rp. 18.000
		Mocha Mi-Shake	Rp. 16.000

Source: Mixue.co, 2023

Table A.1 shows that Mixue sells a wide variety of product categories. Mixue not only sells Ice Cream but also Fruit Tea, Milk Tea, Fresh Tea and Mixue Coffee. Each category has a variety of flavors and toppings. The price of each category is also affordable, starting from the lowest price of Rp. 8,000 and the most expensive price is only Rp. 22,000.

Currently, Mixue is being favored by the public because of its distinctive taste and attractive marketing methods that can attract consumers to make purchases (Suryati, 2022). Mixue now has the largest number of beverage outlets in Southeast Asia. Momentum Works data notes that there are more than 1,000 Mixue outlets spread across Vietnam, Singapore, Malaysia, Thailand, the Philippines, and Indonesia (Pahlevi, 2022). It only took a fairly short time, Mixue outlets have been found in various regions in Indonesia. now almost every corner of the city will definitely find this Mixue ice cream including in Bengkalis, Riau, Indonesia.. Mixue started entering Bengkalis in 2023. The presence of mixue in Bengkalis makes mixue a competitor to other contemporary drinks in Bengkalis. With the increasing number of contemporary beverage businesses developing in Bengkalis, there will also be more competition between entrepreneurs. Entrepreneurs must think creatively and innovatively to promote their products. With the right marketing strategy, of course, the better the sales level of the company itself.

Marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals. According to Melydrum (2016) Marketing is a business process that seeks to align the organization's human, financial and physical resources with the needs and desires of customers in the context of a competitive strategy. Marketing strategy is a set of goals and objectives, policies and rules that guide a company's marketing efforts from time to time, at all levels and references and allocations, especially the company's response to an ever-changing environment and competitive conditions. Marketing strategy according to Kotler and Keller (2013) is a mindset used to achieve marketing objectives in a company regarding strategy specifications for target markets, positioning, marketing mix and the

amount of marketing expenditure. Marketing strategy becomes a core ingredient in marketing products, mostly short-term designed to stimulate faster or larger purchases of certain products or services by customers or trade. The success of the marketing strategy implemented by the company depends on careful analysis and observation by the company of the factors that can affect the company's marketing strategy.

The researcher's interest in investigating in depth the background above, is the basis for knowing how the franchise mixue marketing strategy takes the object of research specifically the franchise mixue in Bengkalis. Thus, the author chose the thesis title as follows: **"Marketing Strategy of mixue franchise in bengkalis"**

1.2 Formulation of the Problem

Based on the background of the problems that have been stated, it can be concluded that the problem formulation taken from this research is how is the marketing strategy of mixue franchise in Bengkalis?

1.3 Purpose of the Study

The objective that can be achieved from this problem is to find out how the marketing strategy of mixue franchise in Bengkalis.

1.4 Significance of the Study

The benefits obtained from this research are:

1. For Researchers

The benefits obtained for researchers are that they can develop knowledge obtained from lectures and new knowledge that is not applied from lectures.

2. For Students

The benefit for students is to find out the marketing strategy of mixue franchise in Bengkalis.

3. For Other Parties

The benefit for other parties is to provide more knowledge to other agencies as a result of the research conducted and as a reference for further research.

1.5 Scope and Limitation of the Problem

In order for this research be able to carried out more effectively and efficiently, the researcher set a problem boundary related to " marketing strategy of mixue franchise in Bengkalis ".

1.6 Wrying System

The systematics of writing was carried out for research on the marketing strategy of mixue franchise in Bengkalis

CHAPTER I : INTRODUCTION

This chapter explain the background of the problem, formulation of problem, purposes of study, significance of the study, scope limitations of the problem and writing a systematic undergraduate thesis.

CHAPTER II : LITERATURE REVIEW

This chapter explain the theories relevant to the main material and the undergraduate thesis, namely explaining the marketing strategy of mixue franchise.

CHAPTER III : RESEARCH METHODOLOGY

This chapter explain the research methods that will be carried out by researchers in the development of information systems. The research methods chapter covers the selection of location and object, types and sources data, population and sample, sampling technique, data collection technique, data processing technique, research model, types of the study.

CHAPTER IV : RESULT AND DISCUSSION

This chapter consists of a description of the research results, analysis, and results and discussion of the research carried out.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter consists of conclusions and suggestions from all research that has been carried out.

REFERENCES

WRITER BIOGRAPHY