

CHAPTER 1

INTRODUCTION

1.1 Background

Drink is a primary human need that must be met in order to survive. The main purpose of the drink is to meet the body's need for fluids, as well as a thirst quencher. Consumer desire for drinks is not just water, but also wants drinks that provide enjoyment and freshness. Soft drinks are drinks that do not contain alcohol, are processed drinks in powder or liquid form that contain food ingredients or other additives both natural and synthetic packaged in packaging ready for consumption (Cahyadi, 2005) in Nurmansyah (2018).

Drinks can be in the form of water, fruit juice, steeping tea, carbonated drinks and others. The development of science about food, especially beverages, causes more and more variations of drinks ranging from taste, attractive colors, and also health benefits. One type of drink that is currently most commonly found is ready-to-eat drinks because they are easier to consume and can be found anywhere. Ready-to-eat drinks are drinks that have undergone a series of processing processes first which are then packaged and how to consume it easier because it can be drunk directly without having to make preparations first.

Sehatea products cannot be separated from their innovation in creating interesting and appetizing drinks. This brand is also known for the concept of their store name that is easily recognizable, Location is not far from the city and easy to find and for visitors or consumers. Sehatea also actively maintains the quality of its products by using fresh and high-quality ingredients. In addition, Sehatea Products makes the latest drink innovations made from syrup also refreshing.

Over time, Sehatea continues to grow and become one of the beverage brands that are easily recognized around bengkalis. With an ever-evolving menu and consistent innovation, Sehatea continues to provide a refreshing beverage experience to its customers. In today's era, many consumers are increasingly selective in their behavior to consume and choose the products they want and need.

Therefore, companies or entrepreneurs must be smarter and more innovative in creating products that suit consumer tastes, quality and price must be considered so as to affect buyer interest

Sehatea drinks are fresh drinks. Therefore, it is necessary to conduct research to analyze effective marketing strategies to market Sehatea drinks to consumers in Bengkalis Regency Sehatea drinks are drinks that are increasingly in demand by the public because of the content of natural ingredients contained in these drinks, such as green tea leaves, ginger, and honey. Bengkalis Regency is one of the areas that has great market potential for

Boyd et al., (2000) in Nurmasnyah (2018) argue that the marketing mix is a combination of marketing variables that can be controlled by managers to carry out marketing strategies in an effort to achieve company goals in certain target markets. A company masters several important marketing elements that must be combined in such a way as to reach the target market. Initially the marketing mix started with the 4Ps, but with the development of marketing, the marketing mix added the 3Ps to formulate a more effective marketing strategy.

According to Najmusaqib Niazi, et al (2021) entitled Role of Marketing Mix (4Ps) in Building Brand Equity: Case Study of Shell Petrol, UK: The results The hypothesis is being developed and the results are tested through Ttest. In all nine constructs, regardless of consciousness and distribution, positive relationships are being found. In addition, promotion is one of the marketing mix that has a strong relationship with the brand equity dimension while price and quality have the weakest relationship with the brand equity dimension. It was found by researchers that the strongest correlation was between brand equity and brand loyalty while brand equity had the weakest relationship with perceived quality. Although, from this study, the implications for brand managers and marketing managers to develop an understanding of the interrelationship between the dimensions of brand equity and the 4Ps of the marketing mix.

Marketing healthy drinks is done using User Digital Marketing and Marketing Mix as one of the popular and effective marketing strategies. Digital Marketing and Marketing mix refers to Marketing that is done to market directly

and also uses social media such as WA, Instagram, Facebook, and Tiktok. Here is the data on healthy sales for several months:

Tabel 1.1 Sehatea Sales Data 2023

Month	Sales (Per cup)
January	IDR 1,968,000
February	USD 0
March	USD 0
April	USD 0
May	IDR 4,499,000
June	IDR 4,555,000
July	IDR 683,000

Source: Processed Data 2023

From various studies and titles, this study has never been researched before. Based on monitoring carried out on several things that affect purchasing decisions by consumers in buying healthy drinks are the price offered, product quality, and location of Sehatea. Based on this description, the project is entitled "**Planning And Marketing Sehatea Drink (Aspect Of Marketing)**"

1.2 Identification of the project

Based on the explanation from the background above, the problems that arise are: What are the marketing aspects of Sehatea Products?

1.3 Purpose of the Project

The objectives of this project are divided into 2 (two), namely the general objectives of the project and the specific objectives of the project.

1.3.1 General Purpose of the Project

The purpose of this final project is to find out how the marketing aspect of the Sehatea Beverage business.

1.3.2 Spesification Purpose of the Project

The specific objectives of Sehatea's final project are as follows: To find out the Marketing Mix that can be applied to Sehatea drinks

1.4 Significant of the Project

The benefits of the final project "Sehatea Drink" are as follows:

1. For Entrepreneurs

This research is expected to be used as a thought and consideration for entrepreneurs in making decisions about the marketing strategy of a product to increase the sales volume of Healthy Drinks

2. For Research

This can be used as additional experience, knowledge and as a guide in completing the Final Project which is one of the requirements for completing Diploma IV studies in the International Business Administration study program majoring in Business Administration. It is hoped that this final project can be used as a means to enhance the development of writers' creativity and innovation.

3. For Community

This research is expected to provide insight in the form of a final project that can be used to increase knowledge in studying the activities of a marketing process product.

4. For Others

This research is expected to be used as additional information, knowledge and reference in the preparation of the next final project or similar project.

1.5 Time and Place of Project Implementation

The location of the Sehatea production project is located on Jalan Gatot Subroto, Rimba Sekampung, Bengkalis District, Bengkalis Regency. The location of marketing implementation in Bengkalis Regency Project Implementation Site

1. Project Execution Site

The location of the Sehatea production project is located on Jalan Gatot Subroto, Rimba Sekampung, Bengkalis District, Bengkalis Regency. The location of marketing implementation in Bengkalis Regency

2. Project Implementation Time

The implementation time of this project will be carried out in mid on 15 octob to 23 December 2023.

1.6 Writing System

Systematic of writing project Aspect of Product Seatea Drink this is as follows:

CHAPTER I :INTRODUCTION

In Chapter 1 explains the background of the problem, project identification, project objective and systematics of writing a project in the final project report

CHAPTER II :LITERATURE REVIEW

In CHAPTER 2 describes general and spesific theories in the final project report, namely for general theory explaining the identification of busines planning, and for specific theories explaining marketing identification

CHAPTER III : METHOD AND COMPLISHMENT PROCESS

In CHAPTER 3 describes the identification of project preparation Plans, project implementation plans, project completion plans and project reporting plans which include project activity

CHAPTER IV : RESULTS AND DISCUSSION

In CHAPTER 4 describes the profile of business activities, project activity implementation reports, which include project preparation, project implementation, project completion, project reporting, and marketing reports.

CHAPTER 5 : CONCLUSION

In CHAPTER 5,explaining Conculsions and suggestion,explaining the conclusions of the research that has been conducted

REFERENCE

APPENDICE

WRITER BIOGRAPHY