

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Tea businesses in all industries are trying to increase their profits in an era of increasingly fierce global competition. One of the best ways to achieve this goal is to implement a good marketing strategy. An effective marketing strategy helps businesses gain potential customers by offering their goods and services, as well as giving them a competitive advantage that sets them apart from competitors. Therefore, tea has become one of the healthiest beverage choices. However, nowadays, many people are only concerned with pleasure without considering their health. This tea is made directly from selected tea leaves without preservatives.

Indonesian people usually drink sweet tea. Natural sweeteners, such as sucrose, and artificial sweeteners, such as saccharin and cyclamate, are commonly used. Sucrose has the disadvantage of causing obesity and diabetes because of its high calories. Artificial sweeteners also have drawbacks, namely having toxic effects that are detrimental to health. If too much artificial sweetener is consumed, it can cause headaches or migraines, dry mouth, nausea, diarrhea, and bladder cancer.

According to Ketut Anik Mas Julian, et al., (2017), in terms of the number of ready-to-drink drinks consumed in Indonesia, tea ranks second after mineral water, showing a significant increase in market demand. Sales of soft drinks increased 10% in 2012 to IDR 180 billion – IDR 200 billion the national ready-to-drink soft drink market grew 7.5 percent in 2012 to 1.67 billion liters compared to 1.55 billion liters per year 2011. The country was the main driver the growth of the

soft tea drink market. Young people are included in the productive population. The increase in sales of soft drinks this year was influenced by population growth and trends in consumption of soft drinks among teenagers Asrim, (2012).

Every business needs a marketing strategy. Some companies cut corners in strategic planning and treat marketing like a cost center that eats up investment generate collateral. Instead of being a revenue driver that connects businesses to consumers and is responsible for growth.

Marketing strategy is the long term, forward looking approach and overall game plan of any organization or any business. This strategy was created with the fundamental objective of achieving a sustainable competitive advantage by understanding the needs and wants of customers. This strategy is a broad strategy that covers everything from how a company positions itself, to creative, strategic partners, media relations, marketing mix, and channels and tactics.

Marketing strategy refers to a company's overall game plan for reaching potential consumers and converting them into customers of their product or service. It also contains the company's value proposition, key brand messages, data about target audience and customer demographics, and other high-level elements. It is this broad marketing strategy that used to be included under the term “branding” in the more ambiguous days of marketing. This is a practical summary of the main details of the strategy and some of the broad objectives and methods used to achieve them.

Implementing a good marketing strategy involves a series of careful planning to bring the product or service to the target market in an attractive and persuasive manner. One of the key elements of a successful marketing strategy is a deep understanding of consumers, including their needs, preferences and buying behavior. With a good understanding of the target market, a company can target its marketing efforts more effectively and optimize the allocation of resources to achieve the desired results.

Implementing the right marketing strategy also includes selecting suitable sales channels, developing effective communications, and using clever sales

promotion techniques. With an omnichannel approach, businesses can ensure that their products or services are available to consumers across multiple platforms, both online and offline. In addition, through the use of various communication tools such as advertising, social media, content marketing and PR strategies, businesses can build strong brand awareness, build relationships with customers and persuade them to buy.



*Figure 1.1 Picture Product of Seatea*  
*Source: Instagram Seatea*

Based on this background, the researcher intends to conduct research with that title “*Implementation Marketing Mix Strategy in Increasing Revenue of Seatea*”.

## **1.2 Formulation of the Problem**

Based on the treatment of the problems above, the formulation of the problem in this study is:

1. How can Seatea identify the right marketing strategy to increase their revenue?
2. What are the factors that influence the successful implementation of marketing strategies in increasing revenue seatea?

## **1.3 Purpose of the Study**

The objectives of this study are:

1. Analyze effective marketing strategies to be implemented in increasing seatea revenue.
2. Identify the factors that influence the successful implementation of marketing strategies in increasing revenue of seatea.

## **1.4 Significance of the Study**

Implementing a marketing strategy can provide some significant benefits in increasing start-up sales. Below is an example of the benefits of research in carrying out marketing strategies to increase sales:

1. Improved product visibility and recognition  
By implementing an effective marketing strategy, Seatea can increase the visibility of its products and increase consumer awareness of these products. This can increase the number of prospects and potential customers who are interested in the product, which in turn can increase sales
2. Increase customer loyalty  
A good marketing strategy focuses not only on attracting new customers but also on retaining existing customers. Marketing strategy execution research can help companies understand the needs and preferences of their customers and how best to retain their customers
3. Effective Market Segmentatio  
Research on the implementation of marketing strategies can help Sesea improve market segmentation. By understanding the characteristics, needs and preferences of each market segment, the company can adjust its marketing strategy to reach each segment more effectively. By conveying relevant and interesting messages to each market segment, Seatea can increase the attractiveness of its products and increase sales in each of these segments.
4. Development and Marketing of New Products  
The marketing strategy also helps companies identify new product development opportunities. By understanding market trends, consumer needs and unmet needs, companies can develop new products with wider market appeal. An effective marketing strategy enables a company to successfully introduce and market new products, which can contribute significantly to increased sales.
5. Increase Marketing Efficiency  
Marketing strategy execution research helps businesses identify the most effective and efficient marketing methods. By analyzing the performance of marketing campaigns, businesses can identify the most effective tactics to increase sales. As a result, businesses can better allocate resources,

reduce unnecessary costs, and improve overall marketing efficiency.

### **1.5 The Scope and Limitations of the Problem**

Based on the background above, the problems related to the topic of discussion carried out in this study are very broad. Therefore the author needs to make a limitation of the existing problems. In increasing income in a business, it is necessary to have a marketing strategy. Therefore this research is only limited to marketing strategy.

### **1.6 Writing System**

The systematics of writing in this study is as follows:

#### **CHAPTER 1: Introduction**

The first chapter describes the background of the problem, the formulation of the problem, the objectives of the research, the importance of the research, the scope and limits of the research, and the methodology of preparing the final research report.

#### **CHAPTER 2: Literature Review**

Chapter 2 describes previous research and theoretical foundations. The theory underlying the research is based on literature and books published nationally and internationally over the past five years.

#### **CHAPTER 3: Methods and Process of Research Completion**

Chapter 3 describes research locations, timing of research, identification of research themes, data types and sources, sample types and types, sample and data collection methods, and data processing techniques and scales. Measurements, methods of data analysis, types of studies, definitions of concepts, and other operational variables.

#### **CHAPTER 4: Results and Discussion**

In chapter 4 which describes the test results, discussion and limitations of the research results, the results obtained are explained in the form of theoretical explanations both qualitatively,

quantitatively and statistically.

## **CHAPTER 5: Conclusion**

The last chapter contains two sub-chapters: research conclusions and recommendations or suggestions for parties related to this research.