

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In the face of increasing business competition, a producer must not be fixated on a product that offers only its basic benefits. Competition now is not what companies produce in factories but between what they add to the factory output in the form of packaging, advertising, consulting for customers, funding, shipping, warehousing and other things that are deemed necessary. Thus the success of winning the competition is largely determined by the skills to manage the core product, augmented product and an enhanced product that stands out from its competitors.

Like a war, business competition also leads to the existence of superior weapons. It can take the form of a quality product, the right distribution strategy, product diversity or a price application that attracts consumers. Almost every type of business needs a development strategy without exception for small businesses such as ice cream. *Ice cream is a dessert that is loved by almost all people of all ages.* However, in its development, ice cream has shifted into a snack that can be enjoyed everyday and easily obtained. Not only does it offer a variety of flavors, but now ice cream also uses quality basic ingredients to form a healthy picture of the ice cream itself.

Types of ice cream are now various. In the past, ice cream was sold in a conventional form in the form of a scoop, nowadays ice cream is widely varied and complementary in dishes such as pancakes, waffles or used as one of the basic ingredients for making drinks such as milk shakes, smoothies, and others. The flavors offered by ice cream today are of course more varied, for example caramel butternut, green tea, brownies, mint, pistachio and many other flavors.

In contrast to factory-made ice cream which is made from milk, ice cream casks or swivel ice cream are made with coconut milk as a substitute for milk.

Ice cream tong - tong is also a dessert dish from Indonesia that is coarsely textured and traditionally frozen with a tubular device twisted in ice and salt.

It is called ice cream casks because of the sound of barrels produced from kenongan which is a medium for sellers to call buyers. Every sound of the barrels was heard, when they were selling their wares. This process is cooked traditionally from coconut milk, flour and sugar, the taste is not inferior to factory-made ice cream. In fact, it feels more "kicking" than fresh.

The development of the ice cream industry in Indonesia is also increasing, supported by the increase in people's welfare and the demands of a lifestyle. Nowadays, consumers are not only limited to children, but have spread to adolescents and adults. Not a few parents still like ice cream. But behind the very rapid development of the industry, ice cream tong-tong are now starting to lose their place by ice cream lovers, especially young people who are more interested in factory-made ice cream.

A business development strategy is a strategy used by a company to achieve a company's goals and for sustainable performance. A development strategy is needed in running a business, regardless of the type of business, be it conventional ice cream or barrel ice cream, a business development strategy is needed.

In this final project, strategy for developing ice cream tong-tong Mr. Sugito is discussed. *Ice cream* tong-tong Mr. Sugito is a small business or home-based business that is engaged in the culinary sector. This business has been running for 30 years starting from 1990 until now. The flavors that were first used were chocolate, strawberry and melon flavors which were packaged using a pudding cup or white mica polkadot. These flavors are still in use today because many customers like these flavors and in the sales process from the beginning until now they still use bicycles.

It is necessary to develop ice cream tong-tong Mr. Sugito in terms of packaging, price and flavor variants so that they are not out of date and the business is expected to be sustainable.

From the explanation above, the author took the initiative to make a final project about “**Development Study On Ice Cream Product (Case Study Of Ice Cream Tong-Tong Mr. Sugito)**”.

1.2 Identification of the Project

Based on the background described, the identification of projects that arise is “How is the Development Study on Ice Cream Products (Case Study of *Ice Cream Tong – Tong Mr. Sugito*)”

1.3 Purpose of the Project

The objectives of this project are divided into 2 (two), namely the general project purpose and Special project purpose , as for the purpose of the Project Development Study on Ice Cream Products (Case Study of *Ice Cream Tong – Tong Mr. Sugito*) are as follows:

1.3.1 General Purpose

The general objective of this project is to find out a development study on ice cream tong-tong Mr. Sugito.

1.3.2 Special Purpose

The specific objectives of the development study project on ice cream products (case study of ice cream tong-tong Mr. Sugito) are as follows:

1. To know the production process *Ice Cream Tong-tong*.
2. To find out the market development strategy from the product side.
3. To know the market development strategy of the sales system.
4. To find out how respondents respond to the strategies implemented.
5. To find out the obstacles and solutions during the production implementation *Ice Cream Tong-tong*.

1.4 Significance of the Project

This project is expected to be of benefit to interested parties, while the benefits of this project are as follows:

1. For Author

Adding insight to the author about the importance of a new innovation in activities to develop a product. In addition, the author can also find out what steps are needed in developing an existing product without eliminating the characteristics of the original product.

2. For other parties

This project can be used as additional information and a reference for researchers from other agencies who wish to conduct further research on this title.

3. For the Community

This project is expected to contribute ideas and reveal problems that arise and provide suggestions for solving problems, so that in the end it can provide benefits to the traders themselves.

1.5 Place of Project Implementation

Place of implementation of production process the product business *Ice Cream Tong - tong* conducted at Mr. Sugito's house on the street Antara Ujung Gg. MAN RT 003 RW 002 Desa Kelapapati Darat, Kecamatan Bengkalis, Kabupaten Bengkalis.

1.6 Writing System

In order to provide a clear picture of the writing of this project, a writing system has been compiled containing information on the material discussed in each chapter. The systematics of this writing are as follows:

CHAPTER I : INTRODUCTION

In this chapter, the authors describe the project background, project identification, project objectives, project benefits, place and time of project implementation, and writing systematics.

CHAPTER II : LITERATUR REVIEW

In this chapter, the author describes the theories that are relevant to the subject matter of this final project, which consists of two theories, namely the basic general theory of projects and the basis of project-specific theories.

CHAPTER III : METHOD AND ACCOMPLISHMENT PROCESS

In this chapter the authors describe a project preparation plan, a project implementation plan, a project completion plan and a project reporting plan consisting of project activity implementation reports and project activity implementation financial reports.

CHAPTER IV : RESULT AND DISCUSSION

In this chapter the author will describe the activity profile and project implementation activity reports consisting of project preparation, project implementation, project completion, project reporting and financial reporting on project activity implementation.

CHAPTER V : CONCLUSIONS AND RECOMMENDATIONS

This chapter contains conclusions from the discussions that have been described and with suggestions as the final description of the report

REFERENCES

ATTACHMENT