

CHAPTER I

INTRODUCTION

1.1 Background

Competition in the business world requires every marketing to be able to carry out marketing activities more effectively and efficiently, activities with marketing interests and customer needs and wants. Meanwhile, sales are marketing activities aimed at exchanging products from producers to consumers. All sales activities carried out by the company are to provide satisfaction to consumers, in order to achieve optimal profits. Sales objectives are achieved when sales can be carried out as planned. Therefore, to attract consumers to make purchases, the company must implement appropriate marketing strategies in accordance with the market conditions at hand and there is a need for a way to carry out strategic analysis.

According to the Central Statistics Agency of Bengkalis Regency, there are 11 Districts, of which on the island of Bengkalis there are two Districts, namely Bengkalis District and Bantan District, where Bengkalis and Bantan Districts have the second and third largest population in Bengkalis Regency with a total male population of 41,694 and 21,331 people, while the women were 40,417 and 20,141 people. This means that people on the island of Bengkalis have more men than women, this is very influential for the company in implementing marketing development strategies. So the company must create a marketing development strategy that has the right concept.

According to Buchari Alam (2016) Marketing strategy is marketing that tries to get the company and its products in the minds of customers. This strategy aims to achieve how to win the market through four components, namely segmentation, targeting, positioning, and differentiation. A marketing function that focuses on persuasively communicating the components of a marketing program to target

audiences to uphold the exchange between marketers and consumers and to help achieve the goals of both parties.

Toko Tiga Putra is a business managed by Mr. Dasril, which has been established since 2017 and is engaged in trading clothing such as pants, t-shirts, jackets, sweaters, and various other types of men's clothing. This business has started in 2012 by selling in the shop and open a booth in bazaar. Mr. Dasril participated in the bazaar which was held during the month of Ramadhan and the end of the year. Usually the bazaar activity lasts about 2 (two) to 3 (three) weeks. By participating in the bazaar and night market, Mr. Dasril can get almost 2 million in sales per day. With this result, Mr. Dasril then rented a shop to be used for selling his clothes. With the aim of making it easier and increasing sales of his clothes, but still following the night market and bazaar. This shop is named *Toko Tiga Putra* because it was taken from their three sons. This shop is strategically located in the middle of the city, namely Jl. Jend Sudirman which is the main route for trade and shopping centers in Bengkalis. With a strategic location, it can be ascertained that it can make this business able to compete and grow. *Toko Tiga Putra* has started to carry out sales promotions using social media such as Facebook, Instagram and WhatsApp.

However, the sales made by Mr. Dasril as the manager of the *Toko Tiga Putra* in 2020 experienced obstacles. Because the Covid-19 pandemic has spread to Bengkalis Regency. Bengkalis Regency Government took the decision to stop events and bazaars that are often held during the month of Ramadhan and the end of the year. This, of course, causes the sales promotion conducted by *Toko Tiga Putra* to not run effectively. Given the very importance of implementing a marketing strategy in *Toko Tiga Putra* which in reality is less effective. So the authors are encouraged to do research with the title "**Marketing Development Strategies to Increase Sales of *Toko Tiga Putra* Bengkalis**".

1.2 Formulation of the Problem

Based on the above background, it can be concluded that the formulation of the problem is as follows: How is the implementation of marketing development strategies in increasing sales at *Toko Tiga Putra*?

1.3 Purpose of the Study

From the formulation of the problems that have been stated, it can be determined that the objectives of this study are:

1. To find out the marketing strategies that have been applied to *Toko Tiga Putra*.
2. To find out the marketing development strategy in increasing sales at *Toko Tiga Putra*.

1.4 Significance of the study

There are also benefits to be achieved in the research entitled "Strategy Marketing Development To Increase Sales At *Toko Tiga Putra* Bengkalis "are as follows:

1. For researchers
This researcher is useful for adding knowledge and is one of the requirements for completing the final project of Diploma IV in International Business Administration.
2. For the owner of *Toko Tiga Putra*
The results of this research are expected to be a reference and input for company management, especially in the field of marketing, to develop marketing strategies to increase sales.
3. For other parties
It is hoped that the results of this research can become a reference and input for company management, especially in the marketing sector, to develop marketing strategies to increase sales.

1.5 Scope and Limitation of the Problem

Based on the background described earlier, the authors define the problem so that the scope of this research has clear boundaries. The limitation of the problem made is knowing the strategy that greatly affects sales at *Toko Tiga Putra*. The strategy that means there are four components, namely segmentation, targeting and positioning.

1.6 Writing System

In order for the writing of this thesis report to be systematic and neatly structured, a systematic report writing is required. The following is the systematics of thesis report writing:

CHAPTER 1 : INTRODUCTION

In Chapter 1 explains the background of the problem, the formulation of the problem, the objectives and benefits of the research, the scope and limitations of the problem and the systematic writing in the final report.

CHAPTER 2 : LITERATURE REVIEW

Chapter 2 explains the theoretical basis that will be used in the completion of research, both general and specific theories consisting of previous research, theoretical basis.

CHAPTER 3 : METHOD AND ACCOMPLISHMENT PROCESS

Chapter 3 describes the research implementation method, which consists of the location, time and object of research, types and sources of data, data collection techniques, data processing techniques, data analysis methods, research models, types of research, and research budget schedules.

CHAPTER 4 : RESULTS AND DISCUSSION

This chapter contains the results and discussion. The results of this thesis research contain data that includes, among others, to develop

some of the existing strategies that are implemented in *Toko Tiga Putra*.

CHAPTER 5 : CONCLUSION AND SUGGESTION

In this chapter there are conclusions and suggestions as the final description of the report.

REFERENCES

APPENDICES

WRITER BIOGRAPHY

