

CHAPTER I

INTRODUCTION

1.1 Background of the Project

According to Rahayu (2012) The development of the world economy has headed towards the era of globalization, an era that promises openness and freedom in doing business. This will have an effect on fierce business competition, more products and services being offered, as well as increasingly rational demands for customer needs. The era globalization, accompanied by rapid technological developments, has an impact on increasingly tighter competition and an increasingly rapid change in the business environment, both in the trade, service and industrial sectors. The demands of globalization have increasingly urged business entities to always be flexible in keeping with the demands of change, both micro and macro. If the company wants to survive and become a winner, then the producer must anticipate the attitudes and behavior of consumers who are increasingly critical and selective in choosing and assessing the goods or services consumed. To the with this, the company should increase its role in dealing with this matter should be able to increase sales volume.

Basically, the success of an effort in increasing sales volume cannot be separated from all the functions that exist in the business environments (company). Even though there is an interdependence between functions within the company, marketing activities are one of the main goals in developing a business. Because in addition to playing a role in increasing sales volume, marketing activities are one of the functional areas that play a major role in the survival of a company. Not only in terms of ability to sustain the life of a company, but more importantly in controlling a larger market share.

According to Purnama. H. (2009) Agrotourism is a service business that combines tourism activities with agricultural activities or uses agricultural activities as the main product of its tourism services. Agrotourism not only sells services for consumers, but also acts as a media for promoting agricultural products, as a media for community education, providing signals for opportunities

the development of diversified agribusiness products and means it can also become a new growth area for the region. Thus agrotourism can become a source of new growth in the region, the agricultural sector, and the national economy.

Hani Grape is one of the businesses engaged in agrotourism in Bengkalis District. This vineyard tour is something that is rarely done in Bengkalis Sub-district because the soil conditions are not suitable for this types of grape which can usually only be planted in areas that have cold soil temperatures such as mountainous areas. This shows that Hani Grape Agrotourism has a large enough potential to be tourist attractions of choice for both the Bengkalis community and the people outside Bengkalis.

The interesting thing is that the marketing strategy has not been carried out optimally causing the number of visitors to not match the target of the owner, one of which is that the admin or business owner is less active in marketing such as promotions, both in posting photos, managing words in promotions and less creative in promoting. Therefore, the planning of Hani Grape Agrotourism marketing strategy, especially through social media, must be maximized so that the number of visitors or connoisseurs of this tour is increasing.

Marketing strategy is a guideline or basis for making a marketing plan for a product and marketing tactics. Marketing strategies are also used as guidelines for selling and distributing products. This problem shows that how important marketing is in the success of Hani Grape Agrotourism in bringing tourists and reaching the target market that is targeted. Therefore, this paper seeks to explore what kind of marketing strategy can be applied in Hani Grape Agrotourism, so that the results obtained can contribute to the agrotourism manager in marketing the products available in Hani Grape Agrotourism.

From the background described above, the author is interested in making a final project with a title: **“Planning of Marketing Strategy for Hani Grape Agrotourism in Bengkalis”**.

1.2 Identification of the Project

Based on the explanation from background above, the problems that arise are: How to Planning of Marketing Strategy for Hani Grape Agrotourism in Bengkalis?

1.3 Purpose of the Project

The project objectives to be achieved in the writing of the final project planning strategy for Hani Grape Agrotourism marketing in Bengkalis are as follows:

1. To identify marketing strategies that have been implemented in Hani Grape Agrotourism.
2. To plan a new marketing strategy for Hani Grape Agrotourism.
3. To find out the constraints in the implementation of the Hani Grape Agrotourism marketing strategy planning project.
4. To find the solution to the constraints in the implementation of the Hani Grape Agrotourism marketing strategy planning project.

1.4 Significance of the Project

This project is expected to be useful for interested parties or related parties where the benefits of this project are:

1. For the Entrepreneurs
This project is expected to be used as material for thought and consideration for entrepreneurs in making decisions about marketing strategies in increasing visitors to Hani Grape Agrotourism so that more consumers or visitors are better known by the community, both people in the Bengkalis area and people outside in the Bangkalis area.
2. For the Authors
This paper can be used as an additional experience, insight and as a guide for the completion of the Final Project which is one of the requirements for completing an Applied Degree in the Department of Business

Administration and can be used as a means to increase the development of the author's creativity and innovation.

3. For the Community

This project 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 product's marketing process.

4. For the Other Party

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

1.5 Time and Place of Project

The implementation of this project will be carried out from October to December 2020. The implementation of the Hani Grape Agrotourism marketing strategy planning project was carried out at the agrotourism location itself which is located on Panglima Minal Senggoro Street, Senggoro Village, Bengkalis District, Bengkalis Regency. And marketing will be done by promoting on social media.

1.6 Writing System

The writing systematics of the final project planning strategy for Hani Grape Agrotourism marketing is as follows:

CHAPTER 1: INTRODUCTION

In this chapter describe the Background of the Project, Identification of the Project, Purpose of the Project, Significance of the Project, Time and Place of Project, and Writing System.

CHAPTER 2: LITERATURE REVIEW

In this chapter describe general and specific theories in the final project report, namely to generally explain the identification of business planning, and for specific theories explaining marketing identification.

CHAPTER 3: METHOD AND ACCOMPLISHMENT PROCESS

In this chapter describes the Project Preparation, Project Implementation Plan, Project Accomplishment Plan, and Schedule and Budget of the Project.

CHAPTER 4: RESULT AND DISCUSSION

In this chapter describe the Profil of Business Activities, Project Activity Implementation Reports, which Include Project Preparation, Project Implementation, Project Completion, Project Reporting, and Marketing Reports.

CHAPTER 5: CONCLUSION AND SUGGESTION

This chapter contains a summary of the writing results in the previous chapters written in a conclusion as well as suggestions as recommendations for improvement in the place of writing.

REFERENCES

APPENDICES

WRITER BIOGRAPHY

