

CHAPTER I

INTRODUCTION

1.1 Background of the Project

In this era, everyone wants to reach an ease in every day activities. be it in terms of shopping, ease of internet network, electricity and other things that support it. This makes everyone want to settle in the city. In Bengkalis city supports that because it is close to health facilities, universities, shopping facilities, electricity, good internet network quality, and others. Become a target to make a place to live in remote areas as a new place to live to support their activities.

Because the demand for land supply for development is quite high, this makes the land price increase soar. average land price in strategic areas is more than Rp.40.000.000 per kavling. Moreover, land on the side of the main road can become more expensive because of the strategic location of the land. This hampered land sales. In addition, sales methods and less effective negotiating strategies are also less in terms of sales.

Here author take the title Planning and Implementing Marketing Strategy and Marketing Mix of Kavling Land Rindu Sempadan Bengkalis. This will be a solution for everyone who wants to settle in the city at an affordable land price per kavling. Aside from the affordable price of this land is quite strategic because it is close to the city which is located at Lingkar Utara Road, Senggoro, Bengkalis in intersection before Kodim 0303 Bengkalis. This location will be a new residential land that is quite strategic.

Housing and settlement development today shows considerable development, which is one solution to meet the high level of housing and settlement needs as a result of the increasing number of residents, especially in the city. The high level of housing needs in the form of both horizontal housing and flats, which is part of an area that is organized with a systemimatis, planned,

has complete facilities for people's lives and livelihoods, and integrated with spatial plans and regional plans is a fairly good market opportunity for housing businesses, but requires considerable land resources and funds.

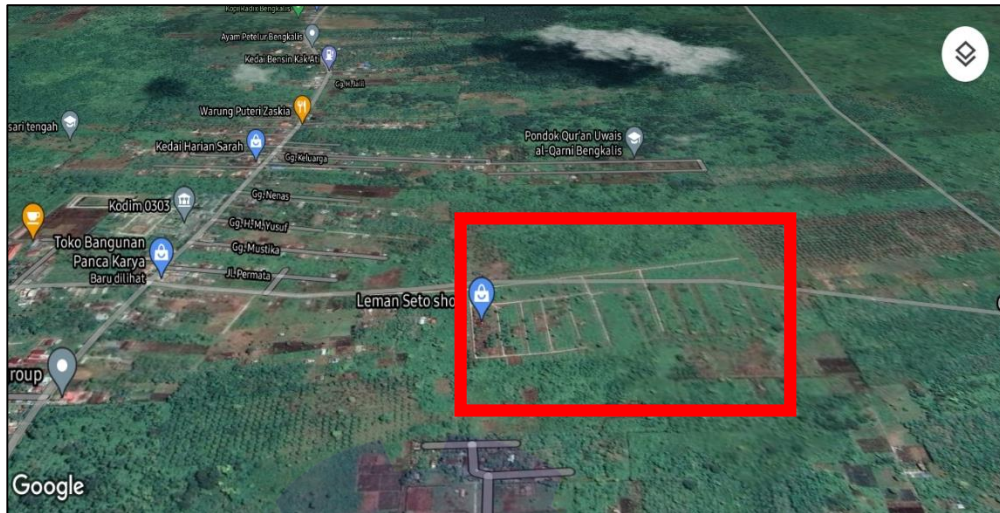


Figure 1. 1 Kavling Land Rindu Sempadan Bengkalis Location 20
 Source: Google Map, 2021

This land is expected to increase in investment in 5 years. The price is cheap and affordable, close to large roads and community housing, the size of the road is wide, the borders are clear and the land certificates is clear. This is what attracted me to research the kavling land of Rindu Sempadan became my project. Its strategic location is close to STAIN Bengkalis, Polbeng and STIE Bengkalis (600 m²) campus. And close to local government offices (1 km) and also locations that are not flooded. For detailed information about kaling land Rindu Sempadan Bengkalis location 20 described in the following table 1.1:

Table 1. 1 Information of kavling land Rindu Sempadan Bengkalis

Location	Lingkar Utara Road, Senggoro, Bengkalis
Land size	(9 m ² x 15 m ²) x 200 kavlings
Price	Rp.8.400.000 - Rp.41.000.000
Discount	15%, 25%, 40%
Road size	7 m ² (Housing comple) 20 m ² (Shopping complex)
Total of Kavling	More than 200 kavlings/cluster
Payment system	Cash, credit 2 years and unterm credit max 24 month

Source: Processed Data, 2021

According to Kotler (2014) in Nabilla (2021) Marketing has diverse meanings. From a Managerial point of view, marketing is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods and services to create an exchange that satisfies individual and organizational goals.

According to Assauri (2015) in Nabilla (2021) The concept of marketing is a philosophy of management in the field of marketing that is oriented to the needs and desires of consumers supported by integrated marketing activities directed to provide consumer satisfaction as the key to organizational success in its efforts to achieve the goals that have been set. So, the concept of marketing is the orientation of the company that emphasizes that the main task of the company is to determine the needs and desires of the market, and further meet those needs and desires so that the level of subscription satisfaction is achieved that exceeds the satisfaction provided by rivals.

According to Chandra (2015) in Nabilla (2021) marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand of products or product lines in a particular target market. Marketing programs include marketing actions that can affect demand for products, including in terms of changing prices, modifying advertising campaigns, designing special promotions, determining distribution channel choices, and so on..

According to Kismono (2020) in Nabilla (2021) the notion of marketing mix is a combination of variables or activities that are the core of marketing consisting of product strategy, price, promotion and place.

Based on the background that has been described, author interested in carrying out a learning project entitled **“Planning and Implementing Marketing Strategy and Marketing Mix of Kavling Land Rindu Sempadan Bengkalis”**.

1.2 Identification of the Project

Based on the background above, the identification of the problem that the author will raise is “ How to Planning and Implementing Marketing Strategy and Marketing Mix of Kavling Land Rindu Sempadan Bengkalis”.

1.3 Purpose of the Project

Based on the identification, the purpose of the project that the author will raise is:

1. Main Purpose

The main purpose is get sales 5 kavlings of kavling land Rindu Sempadan Bengkalis.

2. Specific Purpose

In this project there are any spesific purpose that the author wants to achieve, namely:

- a. To plan a marketing strategy and marketing mix for kavling land Rindu Sempadan Bengkalis.
- b. To implement a marketing strategyand marketing mix for kavling land Rindu Sempadan Bengkalis.

1.4 Significance of the Project

Based on the pupose, the significance of the project that the author will raise is:

1. For Writer

This project will be a good experience for the author in terms of marketing strategy and will develop the creativity and innovation of the author.

2. For Entrepreneurs

This project will develop the business of the owner.

3. For Academic

This project is expected to be an additional insight of successful planning and implementing marketing strategy.

1.5 Time and Place of Project Implementation

The implementation of this project will be carried out from June to November 2021. The implementation of land marketing project is carried out online and offline at locations outside the area and in the area itself.

1.6 Writing System

The writing systematics of the final project to be systematic and structured is as follow:

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 related theory and literature review in the final project report.

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