

ANALYSIS OF PRODUCTION AND MARKETING MIX OF CITRONELLA HAND SANITIZER (Bumdesa Mekar Jaya Sungai Pakning)

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ABSTRACT

This research was conducted to identify production aspects, marketing mix aspects, and inhibiting and supporting factors in the production of hand sanitizer for Bumdesa Mekar Jaya Sungai Pakning. This research is a qualitative and quantitative research. Sources of data in this study are primary data and secondary data using field surveys, documentation, interviews and questionnaires. The results of the study stated that their hand sanitizer production uses a distillation machine according to WHO standards and the ingredients used are also according to the formula recommended by WHO. Meanwhile, in marketing, it uses a promotional strategy using e-commerce applications, social media, and word of mouth promotion using direct testimonials. The supporting factor in this product is the support and assistance from the community and the local government in developing and marketing the hand sanitizer product. The inhibiting factors for this product are price competition, and public perception of the unfavorable aroma of Lemongrass.

Keywords : Distillation, WHO, hand sanitizer, Bumdesa Mekar Jaya,.