

CHAPTER I

INTRODUCTION

1.1 Background

Covid-19 is now making many people take precautions. This virus was first discovered in Wuhan, China and has infected 2.95 million people as of July 22, 2021 (Yuliana, 2020). One way to prevent the transmission of Covid-19 is to maintain cleanliness such as diligently washing hands with water and soap. In addition, the use of hand sanitizer is also recommended when you cannot reach water and soap.

According to the Centers for Disease Control and Prevention (CDC), using an alcohol-based hand sanitizer is the second best option after washing your hands with soap. Hand sanitizers are effective when you are far from the place to wash your hands, have trouble finding clean water, are traveling (Srikartika, Suharti, and Anas, 2016). Hand sanitizers are quite effective at killing germs and preventing the addition of microorganisms on body surfaces (Desiyanto and Djannah, 2013). The use of hand sanitizers is considered capable of deactivating microorganisms that stick to the hands. The use of hand sanitizers is more effective and efficient when compared to using soap and water, so many people are interested in using it (Asngad et al, 2018).

The above problems have received various responses from the public regarding efforts to prevent the spread of Covid-19. Prevention efforts include avoiding physical contact such as shaking hands and increasing hand washing because hands are a means of accelerating the transmission of microorganisms such as microbes and viruses. Besides soap, hand sanitizer is another option whose use has been reported to increase significantly. Hand Sanitizer is an antiseptic hand sanitizer that is used as an alternative to soap (Liu et al, 2010).

Hand Sanitizer is a hand sanitizer product in the form of a gel or spray containing an antiseptic substance that is used to wash hands without having to rinse with water. Its use is more effective in killing bacteria and viruses than washing hands with antiseptic soap or with plain soap and water (Nakoe et al, 2020). The

need for hand sanitizers is increasing in the midst of the COVID-19 coronavirus pandemic (Asngad et al, 2018).

The hand sanitizer that is often used is the active ingredient of 40-80% alcohol. Alcohol has been widely used as a skin antiseptic because it has the effect of inhibiting the growth of bacteria. The use of hand sanitizers in bottles in the community usually does not run out immediately, the repeated use of hand sanitizers with unbalanced volume conditions and continues to decrease will affect the quality of hand sanitizers in killing germs, because alcohol as an active ingredient is volatile.

The addition of low concentrations of H_2O_2 in hand sanitizer is useful for removing spores that contaminate the solution in the hand sanitizer. H_2O_2 is also commonly used in hospitals to disinfect equipment and rooms (Medina, Cordoba., et al, 2018). Glycerol is used as a humectant because glycerol is a hygroscopic component that can bind water. Glycerol can moisturize the skin in conditions of high humidity (Ramlah, 2017). In the box where the hand sanitizer is placed, education is also written about when hand sanitizer is effective to use.

As local wisdom, Indonesian people, especially in Bengkalis Regency, have long used various parts of plants to prevent infection by microbes. Among the plants that have antiseptic properties are banana stem sap, turmeric tubers, jatropha gum, lemongrass stems and betel leaves and many other plants.

Lemongrass stalks contain minerals (cafactors) such as potassium, calcium, copper, selenium, magnesium and zinc. In addition, lemongrass stalks are also rich in vitamins (coenzymes) such as niacin, riboflavin, thiamin and pyridoxine. Both types of chemical compounds have important roles as catalysts in various chemical reactions (Murray, 2012). One of them is the type of citronella that can be used as a hand sanitizer which is carried out by a distillation process. Currently one of the BUMdesa in Bengkalis Regency has tried to make a hand sanitizer made from citronella.

Based on an informational article from camatbukitbatu.bengkalis.go.id published on May 13, 2020, it was informed that the BUMDes Mekar Jaya Pakning Village from Bukit Batu District was established on May 12, 2020. This BUMDes

Mekar Jaya is one of the fostered partners of PT Pertamina (Persero) RU II Pakning River. This BUMdesa relies on agricultural products from the local community. With the assistance of 100 million rupiah, this fostered village has succeeded in transforming into a better village than before by making efforts to revive the economy of the residents of the Village of Origin Pakning who were affected by the COVID-19 pandemic by producing hand sanitizer products as personal health protective equipment.

The products produced by the Mekar Jaya Bumdes are in demand by the public because the price of this hand sanitizer product is cheaper than other products. So this program is able to generate many benefits. This hand sanitizer can also be accepted by the community as one of the personal protective equipment during the COVID-19 pandemic.

This hand sanitizer made from citronella has also received a production permit and a permit from the health department. However, the production process needs to be studied with the aim of getting an overview of the hand sanitizer product standard so that it can be accepted and safely used by the community. Furthermore, in the marketing mix, it is also necessary to know so that this hand sanitizer product can be widely accepted and can become a promising business opportunity in this Covid-19 era.

In order to improve the welfare of the development community, BUMDes is a form of strengthening the village economic institutions and is a tool for utilizing the local economy with various types of potential that exist in the village. Then this BUMDes is expected to become the backbone of the village government's economy in order to achieve an increase in the welfare of its citizens who can explore the village's economic potential for PAD.

From the background described above, the author is interested in making a final project with the title : **“Analysis of Production And Marketing Mix of Citronella Hand Sanitizer (BUMdesa Mekar Jaya Sungai Pakning)”**.

1.2 Problem Formulation

Based on the description of the background above, the problems that arise are: How is the production and marketing mix of citronella hand sanitizer products from Bumdes Mekar Jaya, Sungai Pakning Village.

1.3 Research Objectives

The research objectives to be achieved in writing research on the production and marketing of hand sanitizer made from citronella are as follows:

1. To identify the Production Aspect of the Citronella Hand Sanitizer Product from the Bumdes Mekar Jaya, Sungai Pakning Village.
2. To identify the Marketing Mix of Citronella Products from the Bumdes Mekar Jaya, Sungai Pakning Village.
3. To find out the Obstacles Factors and Solutions the Production and Marketing Mix of Citronella Hand Sanitizer from Bumdes Mekar Jaya, Sungai Pakning Village.

1.4 Research Benefits

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

1. For entrepreneurs
It is hoped that this research can be used as material for thinking and consideration for entrepreneurs in making decisions about the production and marketing of citronella hand sanitizer to earn profits while helping the community in reducing the spread of the corona virus.
2. For writers
This paper can be used as additional experience, insight and as a guide for completing 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 enhance the development and creativity and innovation of the author.

3. For the community

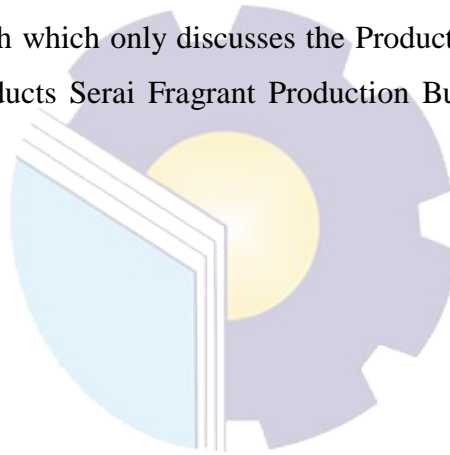
This research is expected to provide insight in the form of a final project that can be used to increase knowledge in studying activities in planning and making a product.

4. For the other party

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

1.5 Scope and Limitation of the Problem

This research is a qualitative research in which the author will limit the scope of the research which only discusses the Production and Marketing Mix of Hand Sanitizer Products Serai Fragrant Production Bumdes Mekar Jaya Sungai Pakning.



1.6 Systematics of writing

Writing this thesis report in order to be systematic and structured, is required to prepare a systematic report. The following is a thesis report writing system:

CHAPTER 1 : INTRODUCTION

This chapter describes the Research Background, Research Identification, Research Objectives, Research Significance, Project Time and Place, and Writing System.

CHAPTER II : LITERATURE REVIEW

This chapter describes the literature review and the basis for the previous theory that will be used in the completion of the research

CHAPTER III : RESEARCH METHODE

This chapter will explain the location and place of research, starting from the location, time and object of research, types and sources of data, data collection techniques, data analysis methods, types of research.

CHAPTER IV : RESULTS AND DISCUSSION

This chapter will explain the results and discussion of the research.

CHAPTER V : CONCLUSIONS AND SUGGESTIONS

This chapter will explain the conclusions and suggestions of the research conducted.