

**MARKETING IMPROVEMENT PLANNING OF SOUVENIR "S&Z
COCONUT ART" BUSINESS**

Student Name : Salmiyati
Student ID Number : 5103191411
Supervisor : Tri Handayani, SE, M.Si



This final project aims to find out how to plan to improve business marketing coconut shell souvenirs, besides knowing STP (segmenting, targeting, positioning), knowing the marketing mix and knowing the obstacles and solutions during project implementation. Method from the implementation of this final project consists of a project preparation plan, project implementation plan, project completion plan and project reporting plan. The end result of the project is that this product is more widely known and the area where the marketing area is wider. The segmentation used in marketing S&Z Coconut Art souvenir products is that it is in demand by men and women from the level of children, adults and parents. The target market of this product is the people of Bengkalis and Meranti. The market position of this product relies on uniqueness in business and I position myself in handicrafts. The resulting product I market relies on the uniqueness and variety of good handicraft to attract consumer buying interest. The product produced is a coconut shell souvenir with a selling price of Rp. 10,000 to Rp. 200,000. And get a profit of 10 times the sales of Rp.142.000. This product is marketed through various types of marketing channels from producers, resellers and consumers as well as involve social media. The obstacle in the marketing process is that consumers are rarely active on social media and do not have direct contact with consumers. The solution is that the seller makes promotions regularly so that consumers know, are interested in the product and the seller maintains good relations with consumers so that repeat orders occur.

Keywords: *Marketing Mix, Loyalty, Marketing, Coconut Art, Unique.*