

**IMPLEMENTATION OF PRODUCT MARKETING
ACTIVITIES ON COCONUT SUGAR SUJAPAR
(MARKETING ASPECT REVIEW)**

Student Name : Hasanah
ID Number : 5103191401
Supervisor : Rini Arvika sari, S.Sos., M.Si

ABSTRACT

The purpose of this final project is to find out the Segmenting, Targetting, and Positioning of the Sujapar Coconut Sugar Products, to find out the Marketing Mix (Marketing Mix) in the Sujapar Coconut Sugar Marketing Planning Project, to find out the constraints in implementing the Sujapar Coconut Sugar Marketing Planning Project in terms of marketing aspects , To find out the solution to the constraints in the implementation of the Sujapar Coconut Sugar Marketing Planning Project in terms of the marketing aspect. In this final project using 4 methods consisting of project preparation plans, project implementation plans, project completion plans and project reporting plans. The results of the implementation of the final project are for the preparation stage, in the marketing section the first thing to do is Search and collect information, Capital preparation, Determining the shape of the product, Designing and designing labels, Selecting product packaging. until January 6, 2022, which is located on Jalan Bathin Alam, Bengkalis with a delivery system. The completion of the Kelaa Sujapar Sugar product project sets a selling price of Rp. 13,000,-/pack. Project reporting consists of reporting on the implementation of project activities and financial reports of project activities. Keywords: Planning, marketing, product, Coconut Sugar, Village, Tanjung, Ship.

Keywords: *Implementation Activities, Marketing, product, coconut sugar Sujapar.*