

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

The rapid development of the business world, nowadays causes companies to face intense competition. Moreover, in terms of meeting needs, consumers today tend to be more individualistic and demand something more personal or personal. Marketing has an organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in ways that benefit the organization and its shareholders. In this modern era, with increasingly fierce competition, businesses must have a strategy in meeting consumer needs to be able to compete in marketing their products. Companies must be able to design the right strategy in marketing their products. In general the marketing mix emphasizes the notion of a strategy that integrates product, price, promotion and place, all of which are directed to be able to generate maximum sales turnover for the product. marketed by providing satisfaction to customers, Mamonto (2021).

The main core of marketing activities that is widely known is the marketing mix (Marketing Mix), which includes the 4Ps (Product, Price, Place, Promotion). The four variables are a combination that has the same role and is a unit to support the company's success. Therefore, product, price, place and promotion can be used by the company concerned to develop a basic company strategy that can be used as a reference for the preparation of an effective marketing strategy, Yanti (2021).

A product is anything that can be offered to a target market to get attention, use, or consumption that can satisfy a need. Price is the amount of money charged for a service product or the amount of the value that consumers exchange for the benefits of having or using the product or service. Place serves to create the availability or

presence of products or services at the right place and time needed by consumers. Promotion is a means of communication between producers and consumers to introduce colors, shapes, types of goods, prices and quality of an item in order to meet consumer wants and needs, Damayanti (2017).

This is what prompted the author to find out more about the marketing mix of 35.000 Bengkalis Regency, because 35 department stores initially had the characteristic of equating prices by selling all goods in the store at the same price. 35 thousand to attract customers to shop.

Although now a days store 35 clothing, this still has its own of visitors by offering affordable prices even cheaper than the price that should be on the market because of the principle of fast capital turnover. Thus store competes in marketing the products it offers, ranging from women's and men's clothing (long shirts, t-shirts, pants), sandals, shoes, bags and accessories. The location of this store is very strategic, plus the bright banner colors make it easy to find.

In general, IKONO 2 stores have good quality at affordable prices so that consumers are interested in shopping at this store, this will certainly provide a special attraction for consumers. So that it is easier for consumers to remember the quality of the product compared to other products that are usually circulating in the market. Based on the description above, the author is interested in conducting research with the title "**Analysis of Marketing Strategy and Marketing Mix Implementation of the Clothing Store with a Price of Rp. 35.000 (Case Study at IKONO 2)**".

## **1.2 Formulation of the problem**

Based on the above background, the formulation of the problem taken from this research is how to implement the Analysis of Marketing Mix Implementation on the Clothing Business Actors Who Use the Rp. 35,000 All-rounds Label at Bengkalis sub District.?

### **1.3 Research purpose formulation**

From the formulation of the problem above, it can be determined the research objectives as follows:

1. To find out Marketing Strategy (STP) of IKONO 2 Store.?
2. To find out the Marketing Mix of IKONO 2.?

### **1.4 Significance of the Study**

The significance of this research is to increase insight and understanding of marketing strategy and marketing mix at IKONO 2 toko stores.

### **1.5 Scope and Limitation of the Problem**

This research is expected to function and be useful for several parties, including:

1. The results of this study are expected to be used as a reference for the marketing mix and as learning materials for Bengkalis State Polytechnic students. Who conducts research on a similar topic.
2. The results of this study can be useful for clothing shop business actors who use Rp. 35,000 all-in-one labels in Bengkalis District as a reference in developing their clothing business.

### **1.6 Writing System**

Systematics of writing the final project Analysis of Marketing Strategy and Marketing Mix Implementation of the Clothing Store with a Price of Rp. 35.000 (Cause Study at IKONO 2) are as follows:

#### **CHAPTER 1: INTRODUCTION**

In this chapter, the author explains the background, problem formulation, research objectives, research significance, scope and limitations of the problem, and writing system.

#### **CHAPTER 2: LITERATURE REVIEW**

This chapter describes the literature review and the previous theoretical basis that will be used in completing the research.

### **CHAPTER 3: METODOLOGY OF RESEARCH**

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, and schedules.

### **CHAPTER 4: RESULTS AND DISCUSSION**

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

### **CHAPTER 5: CONCLUSIONS AND SUGGESTIONS**

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

